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56 PAGES

JIMMY WALKER--ACTOR

Booze Price-Cutting War Is Mpls.' Best Free Show, Killing Amus. Biz

Minneapolis, April 30.

Theatres here have been suffering from opposition created by the hottest liquor price war in the city's history. With all the loop booze establishments trying to undersell one another and with many brands being sold at considerably less than cost, the populace has been on a whiskey and wine spending spree, and much money that otherwise might be going for entertainment has been used to stock up on booze. Moreover, huge crowds have lined the pavements in front of the liquor stores to watch the fun, getting this free show instead of patronizing the theatres.

Sidewalks in front of the stores took on the atmosphere of stock brokers' ticker rooms, with prices in and on windows dropping as they do on the ticker tape during a stock market crash. The war has spread throughout the entire loop as rival establishments try to meet the competition.

David Arundell, state liquor commissioner, is prohibiting the stores from displaying prices on or in windows or mentioning prices in any way on the outside. This follows a ban on newspaper price advertising. He states that the dealers' "disgraceful" activities have stimulated liquor buying unduly and helping to create drunkenness.

MRS. F.D.R. TO OPPOSE SOBBIES IN SPELLING

Washington, April 30.

Mrs. Roosevelt will head imposing list of unannounced celebrities in spelling bee scheduled on CBS at 9:30 tomorrow night (Tuesday). Team, which will oppose local newspaper gals, also includes Rep. Florence Kahn and Rep. Virginia Jencks. Alice Longworth, Mrs. Eugene Meyer and Mrs. Homer Cummings set as judges, with Sen. Bennett Clark as chief pronouncer.

Stunt expected to run full hour from National Press Club for benefit of milk fund and femme-reporter fellowship foundation.

Beer Garden with Films

Portland, Ore., April 30.

Combination of films with lunch and beer is soon to become a reality in Portland, at the Columbia Gardens.

Through the facilities of the "day-night screen", now being installed, it will be possible to show the flickers while the auditorium is fully lighted, thus making it possible to serve beer and food while films are projected.

Stage show, a nine piece orchestra, direction of Harry Linden, to round out the scheduled all-shorts program.

Horse With Memory

London, April 30.

White horse used in "Three Sisters", current Hammerstein-Kern Drury Lane musical, seemed familiar to Jerry Kern. On investigating he found it was same horse used in "Sunny", produced at the Hippodrome in 1926.

To test the animal Kern had some one hum a few bars from "Who." Horse immediately picked up its ears and almost stood on its hind legs.

'RED' IA. TOWN SHUNS FILMS, OKES RADIO

Amarna, Ia., April 30.

A year ago a radio was unknown in the Amarna colonies, a Communist old world society whose members worked for a common purpose and a single society treasury. Town itself has a population of 600.

Turning to a semi-capitalistic form of government with a corporation, the thousands of members who now receive wages have gone modern. Autos, the home unit, rather than the community kitchen, and 24 radios within the confines of the five villages are now revealed.

Corporation and membership is one of the wealthiest in these parts. None of the woolen mills having been shut down during the depression, most working on an overtime schedule, with work for all.

Motion pictures have yet to invade the confines of the villages.

Sam H. Ducks to Bermuda To Dodge Those Touches

Although having spent all winter on the Coast, Sam H. Harris went to Bermuda a few days after the Jewish Theatrical Guild's dinner in his and George M. Cohan's honor, at which function it was declared from the dais that neither could say 'No'.

Bermuda fadeout was to duck the rain of touches that followed publication of the event. But Cohan had to stick on the boards for "Ah Wilderness", and his touch mail materially picked up. So did Harris', and he'll find that out when he returns.

EX-N.Y. MAYOR'S THREE-WAY BID

Is Considering American Acting Propositions—Deal for Films, Stage and Radio Commercial

GOOD WILL ANGLE

James J. Walker, New York's former mayor, now residing in a London suburb, Dorking, may return to the United States next fall for professional personal appearances.

Should current negotiations materialize and the terms prove acceptable to both sides, Walker may be involved in a three-way booking embracing pictures, radio and the stage. The total money mentioned in the negotiations is in the neighborhood of \$500,000.

At present Walker is concerned with a corporate matter, representing an American industrial company in a European legal case. He expects it will occupy him for the summer, at the end of which time he would be free to talk show business.

Charlie Morrison, agent, went to London last month with several New York theatrical propositions for the former mayor, for the purpose of determining Walker's attitude toward possible stage and screen appearances. Walker was reported as amenable.

Since his return, little over a week ago Morrison has been negotiating by cable with Walker on

(Continued on page 54)

Pulitzer Winners

Several dark horses will be announced as winners of the Pulitzer prizes, when the awards are made this week. Biggest surprises will be in the awards for the best play and best novel, in both cases being works that were not, at first, considered favorites, but which won out after detailed discussion by the award committee.

Prizes will be:
Best play—"Men in White" by Sidney Kingsley, published by Covici-Friede and produced by Harmon & Ulman in association with the Group Theatre.

Best novel—"The Lamb in His Bosom" by Carolyn Miller (Harper).

Best history—"The People's Choice" by Herbert Agar (Houghton-Mifflin).

Best biography—"John Hay" by Tyler Dennett (Dodd, Mead).

Best book of verse—"Collected Poems of Robert Hilary" (Knopf).

Best foreign correspondent of American newspaper—Frederick T. Birchall, New York Times, for his stories on Nazi Germany.

Five-Day NRA Week Gives Legits Unprecedented Spring Fri.-Sat. Biz

Fans to B.V.D.'s

Chicago, April 30.

With the World's Fair management still set against femme stripping this year, the Streets of Paris bunch had to think fast to get some s.a. into its show.

Concession has made arrangements for a daily style show. The lookers will not only model dresses, but also strut their stuff in negligees.

Week-end strength of Broadway legits is a surprising feature this spring. Heretofore, there was a distinct tapering off in attendance, while, as summer approached with the out-of-doors season, Mondays were better than Saturdays. Reverse is true now.

Reason lies in the increase in leisure time provided by the five-day week under the impetus of the NRA. Improvement has been noticed on Friday and Saturday.

Two shows listed as prize winners figure to gather fresh trade from the attendant publicity. "Men in White" apparently walking off with the Pulitzer prize, while "She Loves Me Not" copped the comedy award of the Dramatists Guild last week. Both shows are aimed for summer continuance.

Added to the summer holdover list as lined up at this time is "The Follies", first reported as due to fold. Revue, under reduced operating costs, should make the summer grade, especially with few new musicals in sight and the metropolis due for an unusual visitor influx.

Two run shows are due off next week—"The Pursuit of Happiness", Avon, and "Big Hearted Herbert", Baltimore. Latter entered into a cut-rate deal that may keep it going a while longer. Former is slated for London. That goes, too, for "The Shining Hour", Booth, with its British cast intact. Final weeks are announced, but no definite departure dates set.

Three musical revivals are on the spring list. "Bitter Sweet" starts at the 44th Street next week. "The Chocolate Soldier" is the first of a series which starts at the St. James this week. Gilbert and Sullivan (Continued on page 48)

CAMOUFLAGING GERMAN PIX FOR U. S.

In order to avoid the sales stigma against German film product, Ufa is hiding its identity on a number of films and shipping them around as though manufactured by someone else.

Several French language films have been brought into the country by Ufa. These are, for the most part, French versions of German talkers, made by Ufa with part French and German casts. First of them is "Adieux Les Beaux Jours", current at the 55th St. Playhouse, N. Y.

No mention of Ufa anywhere, however, and the producer is screen-credited as being Alliance Cinematographique Europeenne. That's the name of the French office of Ufa. Also in the credit sheet German names have been dropped and French names played up. Query about who is distributing the film brings the answer that 'distributor is not yet set' and that the film is on view merely on consignment from the 'French producing company' while deals for distribution are pending. It's handled by the Ufa office in New York.

Ufa's regular German product is being played in only half a dozen or so German nabe houses through the country, although even at the 79th St. New York, in the heart of Yorkville (German nabe), the Ufa trademark is covered over on poster displays and advertising matter or avoided altogether.

Hotel's Bronc Bally

Hollywood, April 30.

M. Hirsch, owner of the Mineral Springs hotel at Beaumont, Calif., is backing a series of western pictures as a means to get publicity for his hotel.

Bob Hoyt is producing the pictures at a cost of around \$6,000. Ed Cobb is starred.

MPLS. GALS GET EVEN WITH EVA LE GALLIENNE

Minneapolis, April 30.

By making her the target of its spring frolic burlesque, the Woman's Club, town's leading feminine organization, got back at Eva Le Gallienne for her recent bawling out of local residents.

Mrs. Arthur Jewett, one of the city's '400, impersonated Eva, and did not spare the actress in words or gestures. "The President's Bowl Out" stood out in large lettering on a many-tiered cake which Mrs. Jewett auctioned off in imitation of the occurrence which caused Miss Le Gallienne's trouble.

"Louder, louder," came the voice of Mrs. Robert Welskopf, another member, from the balcony.

"My voice has been heard on better stages than this, but never in a more lousy auditorium," was the answer from the stage in "imitation" of Miss Le Gallienne. "Good taste does not permit me to use the words I should—fools, idiots, morons."

NBC Trying to Tie Up All Metro Stars for Air Pacts, Says Report

Hollywood, April 30. There's indications here that an effort is being made by radio chains and indies to line up film talent in wholesale batches for air programs. Various broadcasting organizations would contract with studios for the exclusive other services of all contract players, according to the reports. NBC and Metro figure in the most prominent deal, it is said. Provisions of the proposed film-air pact would provide salaries for the players used but would not include any exchange of cash to the studio for the privilege. However, as an inducement to put over such a deal, it is reported, NBC is offering to institute Hollywood-emanated program similar to 'Hollywood On the Air', to be used as Metro desires for its picture plugs and build up of film star prospects.

Plus this report, an interest in gathering exclusive air contracts from film players, several independent radio producers are said to be working on a similar scheme with other studios. It is known that one of these producers, with proposed commercial accounts awaiting consummation of such a deal, has sounded out Paramount on the idea.

2-a-Day Policy For Some Acts Set by Cislser

Birmingham, April 30. Two-a-day has invaded the radio field on local programs at WSGN. Steve Cislser, manager of the station, has decided to put several acts on this basis because he believes he is hitting two distinct classes of listeners. The first program to adopt this policy was Cecil and Sally. One or two others are scheduled to do likewise.

Cecil and Sally skit goes on at 9:30 in the morning, when it catches mostly women. Then it is repeated at 8:45 p.m., and fan mail indicates this type catches mostly men and kids.

Musical programs are alternated by days. Usually one or two days intervene. In this way Cislser feels that he is spotting the good programs and doing away with a lot of tripe.

'Inquiring Reporter' Tag Copyrighted by Chi Trib Stations

Chicago, April 30. WGN, the Chicago Tribune station, has established copyright on the phrase "Inquiring Reporter," which Quinn Ryan will use on his World's Fair show for John R. Thompson's restaurants.

Elsa Maxwell, Society Tomboy, May Go Radio

Elsa Maxwell, New York society's fave parlor game m.c., has been auditioned for International Silver by CBS. Program, a comedy and musical melange running an hour, is tagged 'The Shipwreck Party.' Cast framed around Miss Maxwell included Roy Atwell, Fray and Braggiotti, Sylvia Froos and Johnny Green. Benton and Bowles is the agency.

Bond Joins Petry

Osborne B. Bond has joined the New York office of Edward Petry & Co., station representatives. Bond has been director of media for the past two years with Calkins & Holden agency. He is rated as an expert on, among other things, the Canadian markets.

Quick Thinking

St. Paul, April 30. Tourist Director George H. Bradley was declaiming over station WCCO when he glanced up to find page four of his six-page paper missing.

Francis, Brad left the mike cold and crawled over the rug on all fours looking for the errant page. Finally he spotted it under the studio baby shoe.

Rushing back to the silent mike a full half-minute later, Brad made these amends: 'That pause, ladies and gentlemen, was for emphasis. I cannot emphasize too strongly that Minnesota is the place for you to spend your vacation.'

Clive Brook, Howard, Lowe, James Dunn in NBC-Spi Coast Tieup

Hollywood, April 30. Top name film personalities will be used in a series of love stories, written by eminent authors, to emanate from here for NBC and commercialized by Non Spi, cosmetic account.

J. R. Warwick, of Cecil, Warwick & Cecil, is here lining up the talent to start May 9, 5:30 to 6 p.m., EST, with Clive Brook in Michael Arlen's 'Three-Cornered Moon.'

Also set for future programs are a weekly NBC feature are Leslie Howard, Edmund Lowe and James Dunn. One to emanate from New York will have Roland Young starred.

NBC COAST FACILITIES ON RKO LOT EXTENDED

Hollywood, April 30. NBC's broadcasting facilities on the RKO lot are to be extended, in view of this chain's plan to utilize more film names on programs and to emanate more national accounts from this end.

While under consideration for several months, the work of expanding did not get under way until John F. Royal, now on the Coast, gave the word. Expanding will be under the supervision of Don Gilman.

Building plans call for the extending of the stage in the present studio and eliminating much of the space now utilized by audiences; a music room, erection of a client's room (for auditions) and five offices for the staff.

Expected also that increased staff personnel will be added to the department now topped by John Swallow, who is in charge of NBC activities from here. Changes are also seen to mean that many Coast broadcasts will go from these headquarters rather than from KFI, the NBC chief outlet here.

Phil Harris Commercial Hinges on Side Job

Phil Harris' contract with Cutex expires the second week in June and whether the band will continue for the summer under the cosmetic brand depends on where it makes its next night club connection.

Harris is currently dickering for two berths, one in New Jersey and the other in Galveston. If he signatures for the latter the line charges involved will be too steep for him to hold on to the commercial. He's been on the account for almost a year.

WOKY'S BASEBALL QUICKIES

Indianapolis, April 30. With three smaller local stations devoting full time to accounts of the Reds' games, WOKY is servicing reports of scores on all National and American league contests every 15 minutes. Batteries, homers and outstanding plays are announced by WOKY in addition to the tab on runs in the major circuits.

Blasts are made on station breaks of studio and NBC programs and occupy from 30 to 40 seconds.

GULF'S STANDBYS

Think Atmospheric Angle Oke, but Will Have Understudies

Before switching the source of its broadcasts to Europe, Gulf Oil will bring Will Rogers back for a run of several weeks. Rogers is slated to succeed Irving Berlin, who makes his debut for the refiner this Sunday (6). Berlin's contract is for six weeks.

Cecil, Warwick & Cecil, the agency on the Gulf account, avers that it has given study to the problem of atmospheric interference with transatlantic shortwaving and found that the outlook this summer is very favorable for broadcasting. Authorities consulted by it, says the agency, have for years charted the effect of the sun's spots on radio conditions.

Gulf, however, will have a standby show in the NBC studios on this side, ready to go in case.

Jane Froman, Don Ross on 17 Stations for Armand

Armand face powder will back a series of 15-minute recordings with Jane Froman, Don Ross and Lennie Hayton's band over 17 stations starting May 15. Schedule calls for 13 weeks at the rate of one program a week. All but one of the outlets, WOR, slated for the campaign are in the middle west.

N. W. Ayer is the agency.

Inside Stuff—Radio

Two land lines connecting the WEEI, Boston, transmitter in Weymouth with the Boston office were picked up by a dredge working in the vicinity of the construction job at Fors River bridge early the other day. As it happened before eight a.m., when the operating schedule calls for using other lines routed another way, there was no broadcast interruption. According to WEEI chief operator Phil Baldwin, the lines in use at the time are utilized daily until eight a.m. as a check on their availability should anything occur to interrupt communication on the circuits ordinarily used. During repairs on the broken submarine cables (a matter of several hours' work) the spare or duplicate lines more than proved their standby value in maintaining program schedules.

Only three straight half-hour dramatic shows are slated to remain on NBC's and Columbia's nighttime commercial schedules after the end of next month. They are 'The First Nighters,' 'Eno Crime Clues' and 'Death Valley Days.' Eno mystery affair will, as it has done the past two years, retire for the month of August.

For the past several summers WBT, Charlotte, N. C., has been having bug trouble. Eternous night bugs had a habit of flying into the condenser plates at the station's transmission plant several miles from the city. Occasionally these were large enough that their bodies caused a short circuit between two plates. When this happened the station was thrown off the air.

Now Chief Engineer Paul Rosencrans is going to outlaw the troublesome bugs that inhabit rural Mecklenburg county by screening in the entire transmission plant with a thin netting, something like mosquito mesh, but with greater strength. Hundreds of yards of the material will be strung from a frame that encloses the plant on all sides and above.

Standard Brands may relieve Eddie Cantor of the remaining obligation he has with the Chase and Sanborn coffee whirl. It's for eight weeks to be played out in the coming fall. There is also a possibility of Dave Rubinoff moving over with Cantor to the Pebecco stanza on CBS. Their getting together is mainly a question of the maestro's price.

For his Pebecco half hour Cantor will draw \$10,000 net a week. Out of this sum he will do his own paying off for the band, the script and other members of the cast.

Application of the Central Broadcasting Co., operating WOC-WHO, Des Moines, for the transfer of station KICK from Carter Lake, Ia., to Davenport, and assuming of the old WOC call letters, was up before the Federal radio commission in Washington last week with an early decision expected as regards the transfer. Stations WIEB, Rock Island, Ill., and KSO, Des Moines, are objection to the transfer with a galaxy of legal talent and radio experts represented at the hearing. The commission granted an application for the removal of the station to Davenport in February, later withdrawing the grant because of protests from the two stations represented at the hearing.

Dr. Voeller of Conquest Alliance, makers and placers of wax programs (mostly in Latin American countries), has a unique lighting system in his offices. Series of buttons provides varied-colored lights which the doctor selects to match the 'mood' of the program being auditioned by clients, etc.

Ed Wynn, at the conclusion of his broadcast last Tuesday night (23), spent the major part of 30 minutes spouting his personal troubles to the Texaco free-broadcast audience in the NBC studios in N. Y.

Wynn first derided the report that a ghost writer is grinding out his air material, saying that he hasn't had anybody write his stuff in 30 years. Wynn also declared he is one of the most sued persons on the air, having 138 lawsuits against him at the present time.

He then also accused Will Rogers of stealing his stuff citing, especially, that he had suggested that the United States appoint a Secretary of Humor at a Coast dinner which Rogers attended, only to learn that Rogers later suggested it to Fox and Lew Brown as an idea for a picture.

Buffalo Broadcasting Corporation is attempting to sell local show business the idea of air advertising of coming features. Set-up is to feature weekly broadcast of coming attractions with stories and scenes taken from the films and being broadcast either by transcription or a cast in person.

Babe Ruth did his turn for Quaker Oats over the WJZ network from WGY, Schenectady, last week, motoring there from Albany, where he had played an exhibition game with the Yankees. Ruth made the ball club's jumps to automobile on its eastern tour, in order to keep his radio engagements. Traveling with him were Mrs. Ruth, Shortstop Lyn Lary and Mrs. Lary (the former Mary Lawlor, musical comedy dancer).

CBS Curious to Know Why Mail Continues 6 Months After Offer

Loyalty

During the reading of the complaint on last Monday night's Ex-Lax broadcast, an executive with the account noticed that one of the players in the cast was chuckling to himself.

After the show was over this exec remarked to a member of the CBS staff: 'Do you think that so-and-so (naming the actor) is really loyal to Ex-Lax?'

CHI NBC KILLS 'BILL' TITLE ON WMCA CHAIN

Chicago, April 30. Due to claim of title priority by WMCA, the local program department of NBC is cancelling the tag of 'Barnacle Bill' on its sustaining kid show.

New name for the show is 'Salty Sam,' with Chif Soubler still handling the mike for the sea water tales.

Columbia is trying to find from its listeners what mental quirk it is that causes them to write in about an offer months after it is made. Even though it knows that it can find the answers in some primer on psychology the network wants to carry on its research direct. It's interested in ascertaining what reasons the fans will vouchsafe to account for this curious bit of cerebral reaction.

What prompted the study into belated letter writing was the sequel the web experienced to an offer of a booklet giveaway. The announcement was made once but for months afterwards listeners wrote in asking that the thing be mailed them. The number of requests for the sixth month after the offer was made almost equalled the pile of inquiries received during the second month.

During one of the sustaining programs (Mark Warnow Presents) last Thursday night (26) the odd piece of mailroom miscellany was described to the listeners and they were asked to tell what causes them to do this procrastinated taking of pen in hand. Spokesman for the network said that its research department wanted to know whether the details of the offer hadn't been lurking in the tuner-inner's unconsciousness all the time and whether some idea association hadn't been responsible for recalling the letter they had meant to write but didn't.

CBS won't be surprised if it gets a batch of replies to this inquiry six months hence, even later. It's happened that way not only to its own booklet offer of last year but to scores of commercials clearing through it.

Newspaper Calls Court Scene Re-enactments Over Radio 'Vicious'

Charlotte, N. C., April 30. First open attack on radio in a North Carolina newspaper appeared here last week. The Observer, in its issue of April 20, carried an editorial titled 'Vicious Radio Feature' in which it directed an attack at Clark's radio court, which advertises Teaberry gum.

Apparently confused as to the sponsors of the spot, the editorial makes reference to the patent medicine firm sponsoring the trial. The paper's complaint is that the murder trials are not good for the minds of children—in fact are vicious. The program is cited as a good argument for governmental censorship of radio. The piece closes by saying that such programs make radio a factor in encouragement of crime.

Local station officials were amused at the paper's ignorance as to who sponsored the radio court, and called attention to the fact that all trials were taken from real court scenes, with fictitious names used. The newspaper, they added gleefully, carries in minute detail accounts of murder trials—though with pictures—that make the Clark radio court look tame indeed. They could not fathom the inconsistency of the paper's editorial opinion and its own presentation of the same sort of stuff, in what the radio men describe as a much more 'vicious' manner.

CBS CENTRALIZES MIDWEST P.A.'ING

Chicago, April 30. Centralized publicity releases for the CBS owned-operated stations in the midwest are being worked out by Bob Kaufman, CBS publicity director here. Under the system, press blurbs for WCCO, Minneapolis, and KMOX, St. Louis, will clear through the national channels. Figured to reach a total of some 126 newspapers throughout the territory in this way instead of being localized in one or two towns.

News and blurbs will clear through Chicago to New York, where the CBS mechanical setup is capable of handling the extra mimeographing without trouble.

TAX STUDIOS AS THEATRES

Cuba Limits Advertising

20 Mins. Per Hour Maximum—Island Imposes Other Air Rules

Havana, April 23. A halt has been called by the Cuban Radio Commission to the hit-or-miss chaos prevailing in Cuban broadcasting. Henceforth wave-lengths and wattage will be subject to rules and regulations. President has okayed the new set-up and Dr. Marino Diaz, commission boss, is enforcing it. Broadcasters whose toes are stepped on are yelping. Among the other changes, the commission proposes establishment by the government itself of a 50,000 longwave and auxiliary short-wave transmitter to disseminate propaganda on behalf of Cuba. Simultaneously it is announced the promotional 1,000,000-watt station announced by J. E. Mojarrieta is without government sanction either as to wavelength or call letters. Name of Doc Brinkley, outlawed by America and Mexico air authorities, has been mentioned in connection with this million-watter.

There have been 38 stations operating in Havana. Against this there are 40,000 registered radio fans. Henceforth no station will be allowed within the city with more than 250 watts and all stations must install crystal controls. Only five full time channels will be granted stations under 5,000 watts and they must stay on the air at least 15 hours daily.

Advertising is limited to an aggregate of 20 minutes to the hour. Announcers must take examinations to qualify. Five hours daily must be devoted to Cuban music and radio discs are frowned upon.

Cuban Telephone Co. is obligated to rent lines for remote control pick-ups and may not charge more than \$17 monthly for each line. That's the regular telephone rate. Up to now the telephone company has refused to rent lines for remotes reserving this privilege exclusively to its own station, CMC.

NEW YORK ASKS \$500 PER HALL

Columbia Pays for Hudson, But NBC Asks Corporation Counsel for Legal Opinion and May Fight

SHOW BIZ ANGLES

By the ruling of Paul Moss, New York City's License Commissioner, all Metropolitan radio broadcasting studios in which performances are given in front of audiences, paid or otherwise, must be licensed as theatres. Fee the city exacts is \$500 per theatre yearly, and N. Y. C. is asking this amount for each studio in public operation by the broadcasting companies.

CBS was the first to be hit by Commissioner Moss' edict, based on the city ordinance affecting theatre licensing, with the Hudson theatre, former legit and now a radio show case, being forced last week to apply for a theatre license. Company tried to fight the ruling for a couple of days and then gave in as far as the Hudson is concerned.

Columbia, however, has not made applications for licenses for the studio it occasionally uses in Carnegie Hall nor the orthodox broadcasting room in its own building on Madison avenue it sometimes uses for audience's sake.

National Broadcasting Company, with four studios in Radio City in use for the free performances, has also delayed applications for their licensing, waiting for a ruling on the law it has asked from the Corporation Counsel's office. It is understood, however, that even if the ruling is against NBC to the effect that the studios must be licensed, NBC will attempt a court battle on the legality of licensing broadcasting studios as theatres. Opinion from the corporation counsel's office will be ready some time this week.

'No Argument'—Moss

Commissioner Moss, though, stated that there can't be any argument over it. The way he interprets the licensing law, an audience is an audience whether it pays admissions, or not, and that place where they gather, as for instance radio studios, fall in the classification of theatres.

Until now NBC, CBS and independent studios giving public broadcasts have escaped the licensing mainly through oversight on the part of the previous city administration. With the present Fusion party in power, and seeking every possible angle to raise money for the badly depleted municipal treasury, nothing is being passed by. Licensing of the radio studios is the second invasion of show business by the License Department. At the present time this branch of N.Y.'s government is also attempting to license all theatrical agents as employment agencies.

WOR is the only other broadcaster besides NBC and CBS that may be hit by the licensing order through infrequently giving public broadcasts in its Seventh Avenue studios.

Free radio broadcasts in New York have always been a sore-spot with the legit, motion-picture and variety theatre operators on Broadway, latter claiming broadcasts cut deeply into their paid admissions and, in offering something for nothing, act as 'unfair competition'. Licensing of the studios affords them no measure of relief, however, though perhaps some personal satisfaction.

Washington, April 30.

Search for specific information about extent of free-broadcast admissions was started in earnest last week, when Radio Code Authority mailed 550 questionnaires about statistical phases of alleged competi-

Henry Ford and Son, Edsel, Decide They Don't Know About Showmanship; So Ayer Agency Gets Free Hand

10 Second Breaks

NBC plan of reducing the station break between programs from 20 to 10 seconds has been postponed to June 1, due to the inability of the telephone company to provide the required mechanical equipment required before that date. Original idea had been to put the revision into effect May 1.

There has been a certain amount of objection to the time slicing between programs from NBC associated stations. These outlets feel that the network has resorted to this device as a means of stopping them from slipping in local commercial announcements.

Henry Ford and Edsel Ford have agreed to cease tinkering around with their programs on CBS. From now on Fred Waring and the agency on the account, N. W. Ayer, will have absolute authority over the makeup of the shows.

Guest artist supplementing is out, and Foley McClintock and Johnny Davis are back in the program. The Fords didn't cotton to McClintock's froggy larynx, while Davis' warbling style was too hotcha for their tastes. What convinced the Fords that they were amiss in letting their individual tastes get in the way of the program's makeup was the showing that Waring made on the last Crossley Report. He had slipped awfully from the niche he held at the time he quit Old Gold.

Motor outfit will continue to support Waring on two half-hour spots up until the first of July. The Thursday night frame will then be dropped for at least the next two months. If NBC is able to furnish a satisfactory spot and hook up it will get the second half-hour starting in early September. Otherwise it will be on a CBS schedule.

THINK WLW TO SET \$1,300 RATE

Advertising circles in New York are indulging in conjecture concerning the new card rates for WLW, Cincinnati, which this week goes to 500,000 watts. Guesses run as high as \$1,500 an hour against the present \$900 rate, which is the highest in America.

What attitude NBC will take toward a request for upping of the WLW rate is not known. Present rate is a permanent thorn in NBC's flesh and the situation has many ramifications of significance. Globe-encircling power of WLW creates a problem not previously existing in broadcasting.

Cincinnati, April 30.

John L. Clark, general manager of the Fowl Crossley radio interests, states that the question of higher rates for WLW has not yet been considered.

Locally it is understood that until the dedicatory upsurge has quieted down and WLW can start figuring added expense of operation and compile statistics on coverage the rate matter will be left undisturbed. Cincinnati guesses on the revamped rate mention around \$1,300 an hour as likely after six p.m.

tion between radio, films and the legit theatre.

Addressing all broadcasters and networks, C. A. explained 'it is the contention of some people that the admission of visitors to radio program performances is unfair to the motion picture and legitimate theatre industries. The Code Authority, after considering the matter, agreed that the subject was one on which all broadcasters should be allowed to express an opinion. It was further agreed that the Code Authority was in need of certain statistical information to enable it to determine the full scope of the questions involved.'

Urging return of blanks by June 1, codists asked:

1. Average number of visitors admitted monthly; capacity of studio or 'special auditorium'?
2. Patronage, if public performances are not regular practice?
3. Reasons for inviting guests? Blank asks if practice is followed at request of sponsor; for station good-will; primarily for entertainment of lookers, or any other reason.
4. Whether admission is charged and what percentage of patrons pay?

Aylesworth Kids Self Into Giving Wash. Eds. Free Radio City Trip

Washington, April 30. Local radio ed took Merlin H. Aylesworth at his word when he was in town several weeks ago and will draw a free trip to New York for their trouble. Boys took occasion to mention they would like to see Radio City. Pointed out that WJSV, local CBS outlet, has sent them to Broadway twice in three years.

Aylesworth suggested they organize party and come up to see his layout. Press-men agreed, but lamented no dough. Aylesworth jokingly offered to finance trip. And next day eds showed up at local NBC offices to find out about it. Jaunt tentatively set for May 5.

SOME CBS ACCOUNTS FOLD FOR SUMMER

Majority of the accounts on CBS which are slated to quit for the summer are doing their exiting this week. Among the bowouts are Brillo, Cream of Wheat, Affiliated Products ('Princess Marie'), Wheatena and Wrigley.

Barbasol has trimmed its time for Edwin C. Hill down to a single evening, Monday. News commentator has been doing three a week.

Cecil and Sally Apart For Health Build-up

San Francisco, April 30. Radio team of Cecil and Sally is retired, at least temporarily, with Johnny Patrick (Cecil) planning a year's vacation to build up his health. Patrick was just released from a local hospital this week, where he underwent a major operation.

He plans to spend the next year at Carmel, where he'll pound a typewriter. His partner, Helen Troy, maintaining her home here.

ROYAL STARTS BACK

Los Angeles, April 30. John Royal, here on NBC business for about 10 days, left yesterday (Sunday). He is en route to Fort Worth, Tex., on his way back to New York.

PHILCO SPONSOR IDEA FOR SPAIN

Madrid, April 16.

Philco, Radio considering sponsoring an international program from EAQ, only shortwave station in Spain. International Broadcasting Company, a British outfit which arranges programs, would probably handle Philco's idea. The radio set people are presently featuring short-wave apparatus and figure a sponsored program for their set owners wouldn't go bad.

EAQ on the air nightly from 10:15 p.m. to 1 a.m., Greenwich mean time, or 5:15 p.m. to 8 p.m., EST. Broadcasting on 30 meters and 10,000 kilocycles, it is picked up easily in the United States and South America and as far away as the Philippines, New Zealand and Japan. Its owners, Transradio Espanola, affiliated with RCA, claim it can be heard more consistently and clearly than any other station in Europe.

Programs consist mainly of recordings of Spanish music and guest speakers and artists. Station employs one Spanish announcer and one English announcer.

Lester Ziffren is doing 35 minutes of straight news in English nightly and has picked up a wide audience in various parts of the world with his chatter on Spanish politics.

BIRMINGHAM ACCEPTS UNION MINIMUM WAGE

Birmingham, April 30.

Three Birmingham stations have agreed with the Birmingham branch, 'International Brotherhood of Electric Workers, Radio Division. Technicians will receive a minimum of \$30 a week for 40 hours.

Chi Fair Radio Jobs

Chicago, April 30.

Columbia system will have a remote control office at the World's Fair this year. Hal Burnett of the press department here will be the man in the box.

Art Jones, formerly of WIND, the Ralph Atlass station, joins the Fair payroll to handle all mike announcements for Steve Trumbull, in charge of radio publicity for the expo.

Amateur Broadcasters Dislike Some Things, Including RCA Puffs

Des Moines, April 30.

In a vociferous session last week, nearly 200 amateur radio operators from Iowa and the middle west demanded removal of K. B. Warner, secretary, American Radio Relay League.

Those present, both members of the league and non-member 'ham' operators, voted 150 to 4 in favor of the Minneapolis Radio club demands for revision of the league, removal of Warner and improvement of the league's magazine, 'QST.'

Group voted opposition to sponsorship by the Radio Corp. of America programs on NBC networks dramatizing the amateur radio operator.

HOWARD S. MEIGHAN JOINS GETCHELL AGCY

Howard S. Meighan, formerly general manager of Scott Howe Bowen, Inc., has joined J. Stirling Getchell, Inc., as head of the agency's radio department. It's Meighan's second agency connection. Prior to coming with Bowen, which was two years ago, Meighan was on the radio staff of J. Walter Thompson & Co.

Getchell currently has one program on the air, Socoyland Sketches, which the agency inherited the first of April along with the merged Standard Oil of New York and Vacuum Oil Co. business. An account in the Getchell office which has been a big spender on both network and spot is Chrysler-Plymouth.

NAB Conv. in Cincy

Looks like Cincinnati will get the 1934 convention of the National Association of Broadcasters which last year met in White Sulphur Springs, W. Va. Committee will confirm the site and fix a date in October within next week or so.

Cincinnati is evidently favored because of central location and general interest in WLW's new 500,000-watt set-up.

BURNS-ALLEN LEAVE COAST

Hollywood, April 30.

Burns and Allen left for New York Friday (27) to continue the remainder of their NBC broadcasts for White Owl until the latter part of June.

After a sojourn in Europe they'll return here.

CBS CAN'T ENTER SPOT BIZ

4 BALTIMORE STATIONS SET UP FORUM

Baltimore, April 30.
local stations, WBAL, WCAO, WCBM and WFER, have

formed an unofficial and untitled group that meets semi-monthly to discuss mutual difficulties that arise and to prevent offside inter-station warring.

Idea, first advanced by WFER, took a while to flower, but is now functioning with all station heads enthusiastic. Group, as a it, seeks to avert price-slashing and unfair trade practices, and wants to bring out into the light of forum misunderstandings and grudges which in the past were nursed interminably without any effort or request for explanation or understanding. Also believed that this fortnightly get-together will be means of tipping each other off as to certain advertisers practices, such as poor or late pay, chronic squawking, chiseling, etc.

As yet, group has not been drawn up constitutionally, there being no iron-clad, signed agreement making it mandatory that all hands abide by suggestions or general policies pursued. Believed that it will be more feasible at outset. Place all members at ease, and that fetters of any sort would prove unduly burdensome until deemed necessary.

CAN'T FIND HAUNTED HOUSE FOR PROGRAM

Charlotte, N. C., April 30.

Several weeks ago WBT announced that it would launch a series of ghost and mystery story dramatizations, originating them at a remote studio established in a genuine haunted house. And then no haunted house could be found.

The police, fire department and other sources were called on for the location. Nobody seemed to know of such a house. Requests were made over the air, with no results.

World's Largest Two-Way Police Radio System in K.C.

Kansas City, April 30.

Largest two-way police radio system in the world will be in operation in Kansas City by the first of July.

In addition to the police cars, twelve trucks and cars of the water and light department, and district fire chiefs' cars, will be equipped with radios.

Application has been made to the Federal Radio Commission for a high frequency designation of 33,000 kilocycles, which will allow the broadcasting of emergency calls without interference from other stations.

Agencies Ponder Girl Orchestra of Spitalny

Lenné and Mitchell and Hellweg agencies listened in last week to an audition from the CBS Fairhouse of the new all-girl orchestra headed by Phil Spitalny.

Roger White and Walter Craig framed and promoted the program.

Announcer Late, Out

San Francisco, April 30.
Milton Wood is out of the NBC announcing staff after showing up late for a program, and has retired in favor of life on a farm.

His spot being taken by Ed Ludes, sound effects man for the network for past several years, who is getting his first chance at announcing on a major station.

Holden Air Contact

For Chi Hays-MacF.

Chicago, April 30.

Wally Holden comes up from the ranks of the Hays MacFarland agency ranks to handle radio contact work on the agency's two shows, Grunow's Minneapolis Symphony and Northwestern Yeast's Jan Garber orchestra.

Subs for Nate who m.v.l over to Ryan agency.

Networks Bad Losers; Agencies Rap Rule On Program Switches

Pressure may be brought by the radio committee of the American Association of Advertising Agencies upon NBC and CBS to agree on a special dispensation for clients shifting from one network to the other. Agency men's attitude is that since the business stays within the medium the webs can afford to be gracious in allowing the account to make a follow-up announcement.

Rule prevailing at NBC bans the making of any announcement to indicate that the program just heard is the last on that network and info regarding the resumption of the series can be obtained by watching the newspapers. CBS is inclined to be more lenient on this final announcement but still refuses to permit an account to designate the date on which newspapers will carry the spotlight and telling about the new network release.

Case in point occurred last Sunday night (29) when True Story folded its 'Court of Human Relations' show on NBC. Program unavails on CBS this Friday (4). Account sought to advise the listeners on the Sunday stanza that an announcement regarding the series would be found in this Friday's newspapers, but NBC blueprinted the reference out but continuing. Mac made the switch in hookups because CBS had the more desirable time. With the change to daylight savings the program would have got out to the Coast in the middle of the afternoon. On CBS the series has not only a weekday night (Friday) but an hour later than its clocking had been on NBC. New hour of release is 8:30 EDT.

FRO-JOY'S NORTHEAST HOOKUP FOR 13 WKS.

General Ice Cream (Fro-Joy) has obligated itself for a 13 week run on 10 stations located through New York state and New England with local talent used for the entertainment. For New England the account has contracted all outlets in the New England network, plus WLBZ, Bangor. Other stations scheduled to broadcast a weekly half-hour show under the Fro-Joy banner are WGY, Schenectady; WFBL, Syracuse; WBEN, Buffalo, and WOR, Newark.

New England web, consisting of WVIC, Hartford; WEEL, Boston; WTAG, Worcester; WGH, Portland, and WJAX, Providence, will have the program fed out of the last-named spot. N. W. Ayer placed the business.

WHBC, Canton, Fights Local Daily on News

Canton, April 30.

WHBC has created news-service department in charge of Riley Miner, newspaper man. New department goes after scoops over the local daily newspaper.

Mallory Motors Corp., Chrysler distributors, have contracted for three five minute periods a day for Sport flashes. Hygienic Products Co., Canton, have contract for three 15 minute broadcasts of news flashes. Miner at the Mike in both stances.

17 AFFILIATES TIED TO G.B.

Columbia Network Stymied by Group Broadcasters, Inc.—Shut Out of 70% of Basic Area for Entering Spot Broadcasting

EXCLUSIVE ANGLE

CBS would like to follow NBC into the field of general station representation as well as the transcription business, but finds that the way has been barred by the spread of the Group Broadcasters, Inc., plan among its own (CBS) affiliates. Of the 23 network stations allied with the G.B. proposition of selling spot time on a group station basis 17 are members of the Columbia link. The G.B. contract restricts its associates from permitting their spot time to be sold on a group basis by any organization other than Group Broadcasters.

While Columbia has been mulling over the idea of extending its operations to spot time selling for CBS affiliates the directing minds behind Group Broadcasters have been active in aligning one CBS station after another with them. With the result that when CBS decided to expand its local station service to take in allied broadcasters it discovered that the majority of strategic spots that CBS itself didn't control through ownership or operating leases have been sewed up. One area that it is shut out of completely from the angle of spot time selling is New England. John Shepard, Third, owner of the Yankee network, is not only a charter member of Group Broadcasters, Inc., but chairman of the board.

Among the CBS stations now allied with Group Broadcasters are WADC, Akron; WLBZ, Bangor; WNAC, Boston; WICC, Bridgeport; WGR-WKBW, Buffalo; WHK, Cleveland; CKLW, Detroit; WDBC, Hartford; KMBC, Kansas City; WEAN, Providence; WHEC, Rochester; WMAS, Springfield; WSPD, Toledo; WIRX, Utica; WMT, Waterloo, and WKBN, Youngstown. This constitutes 70% of the basic area.

SHOWMANSHIP HAS REBUFS AT WBT

Charlotte, N. C., April 30.

Several big shots, recently here for professional appearances, have turned shrinking violets for WBT. The station invites any important persons visiting Charlotte to 'say hello to the folks.'

Recent retiring individuals of the national spotlight have included Almee Semple McPherson, Big Bill Tilden, Richard Crooks and Katharine Cornell.

These dignitaries said nay to the enterprising station. Crooks said he was going to bed; Tilden said outside contracts forbid his getting the extra publicity of a radio greeting to those he expected to attend his evening match with Ellsworth Vines; Miss Cornell left it to a half-baked manager, and Almee said she reserved radio appearances for her own Angelus Temple station.

WGN's WBBM Show

Chicago, April 30.

Lord and Thomas agency here moves the Lavena disc show with the Hal Kemp orchestra from WBBM, the CBS station, to WGN, the Chicago Tribune outlet. Figure that the WGN new \$6,000-watt transmitter to reach a larger audience this summer.

Lavena is a beauty preparation produced by Quaker Oats.

NBC Asks Radio City Tourists To Answer 'What's Wrong' Quiz

Tough Birds

San Francisco, April 30.

Ed Fitzgerald, news commentator and m.c. of 'Feminine Fancies' on KFRG, rented a penthouse atop a downtown hotel this week and first thing he did was to spend a buck for goldfish and sea-weed for the fish pool on the roof.

But his pride turned to horror when a casual snopgoer came down and made off with the goldfish first day, and now are making daily raids on the seaweed. Fitzgerald is afraid to let his dog outside for fear the gulls will pick him off too.

FREE NON-COMS. FROM CODE WAGE SCALE

Washington, April 30.

Two dozen small broadcasters were exempted from code wage scale last week by Gen. Hugh S. Johnson. Stay was based on fact stations are not commercial, and are maintained by states, churches, or educational institutions principally as public service enterprises. Order noted that none offers or sells time for profit.

Majority of transmitters are located in the midwest and are connected with state colleges and universities. Prominent on the list is Almee Semple McPherson's Angelus Temple radio beacon, KFSG, Los Angeles.

Others specified are WKAR, East Lansing, Mich.; KPOF, Denver; WAWZ, Zarephath, N. J.; WILL, Urbana, Ill.; WLBL, Stevens Point, Wis.; WOSU, Columbus, O.; WMB, Chicago; KUDD, Vermillion, S. D.; KFDY, Brookings, S. D.

KWIC, Decorah, Ia.; WCAT, Rapid City, S. D.; WOJ, Ames, Ia.; WTAW, College Station, Tex.; WYU, Iowa City, Ia.; KOAC, Corvallis, Ore.; WLB, Minneapolis; WBAK, Harrisburg, Pa.; WCAD, Canton, N. Y.; KSAC, Manhattan, Kan.; KSAH, Grove City, Pa.; WBAA, Lafayette, Ind.; KBPS, Portland, Ore., and KWSC, Pullman, Wash.

Objections of competing stations to Johnson's exemption order must be filed with Deputy William P. Farnsworth by Friday (4).

CBS Readies Chi Fair Plug with Symp Band

Chicago, April 30.

Part of the second World's Fair plug by the network gets started on May 7 when Columbia begins a one-week service of symphony programs by the Century of Progress orchestra. Will be milked direct from the Host Building Orchestra, which is composed of members of the Chi symphony, will be directed by Edward Weissbach.

CBS will also run off a preview of the World's Fair for the nation. Both CBS and NBC are wondering if they are going to get any direct advertising from the Fair, which has an appropriation of \$433,000 for advertising in national media. Network, however, are making no fuss about this angle, figuring to get their coin from commercials brought in by the Fair itself.

Paying tourists of the NBC plant in Radio City and also attendees of the commercial broadcasts are being quizzed by the network on their program preferences. Questionnaire folder comes with a souvenir booklet that the visitor gets on his admission to the layout. Major portion of the booklet is devoted to plugging RCA products, such as radio sets, phonographs and tubes.

Introduction to the questionnaire reads: 'You've often wished you could tell the people who make radio programs what's the matter with them. And we've often wished you could tell us. An occasional letter doesn't help much—but if a lot of you would give us your answer to specific questions, then we'd come near to knowing what the public wants.'

First section of the questionnaire inquires when is the best time to broadcast a program for the children, 7:30 to 8:30 a.m., 8 to 9 a.m., or 9 to 10 a.m.? Also whether the answer filler-inner listens between 7 and 8 a.m. on weekday mornings and what are the program preferences for this dawn greeting stretch—music, religion, physical exercises or children's programs?

Next section deals with the choice of evening programs. The segment of the clock between 7:45 and 9 p.m. is broken up into 15 fifteen-minute periods, and the inquirer is asked to note what type of program he prefers for each of these quarter-hours. Available for his culling is a list of 33 types of programs. In this listing crooners are given a classification by themselves. It's the first questionnaire put by either NBC or CBS in which this species has received such recognition.

Questionnaire also asks the listener to check off what types of programs they don't want. Summer listening gets attention through the query which wants to know whether they tune in during the vacations, and if not, why? Is it because of no set available, poor reception or some other reason?

In the booklet itself there is included a chapter on 'Who pays for radio programs?' Whereas, explains the network, the European listeners pay the government a tax for his share of entertainment, the American does his paying off with 'one of his most valuable possessions—his time.' In the United States, argues the network, the listener has absolute control over broadcasting. With the American system being competitive, the network and stations must strive to hold the attention of the listeners, and if a program does not please a large audience it soon disappears from the air.

CARTOONIST SCHOOL SPONSORED ON WGN

Chicago, April 30.

Teaching cartooning by air will be the attempt of Good Humor ice cream, which has purchased a show for his cartooning on WGN, the 'Air.' The pencil wielder is Tony O'Sreal, who will have 30 minutes a week on the job.

Through the Mitchell-Faust agency.

In and Out Ness

Hollywood, April 30.

John Ness is out as production manager of KMTR after seven days on the job.

Ness makes the sixth to leave by that route in a year.

PEABODY EXTENDED

Eddie Peabody has been extended for 10 weeks on the Pure Oil Saturday night program. At the same time WGY and WFI are hooked-in with WJZ to carry the show.

Richard Humber steps in as Harold Stern steps out as musical conductor for Pure Oil.

New Business

BOSTON
I. J. Fox, Furriers, 15 five-minute programs with Buddy Clark, started April 24; 21 announcements in Evening Tailor, started April 24; 13 three-announcement in After Dinner Revue; starting April 30, Alfred Rooney Co., Boston. **WEEI**.
Plymouth Rock Gelatine Co., 135 five-minute program starting September 17. Marion Clarke, Boston. **WEEI**.
Burnham & Morrill Co., 130 announcements, starting May 19. **LA**.
Albany Carpet Cleaning Co., 39 announcements in Evening Tailor, starting April 30. **Doramus Co.**, Boston. **WEEI**.
Y. E. Meadows, Inc., 100 half-hour programs, started April 17. **Scott Howe Bowen**, New York. **WAB**.
Boston Tennis Union, 10 15-minute programs, started April 24. **WAB**.
W. L. Simpson Co., 364 announcements, started April 13. **Doramus Advertising Co.**, Boston. **WNAC**.
United Drug Co., five 15-minute programs, started May 15. **Finney**, New York. **WNAC** and **WICC**.
William H. Harris, eight announcements in Merry-Go-Round, started April 23. **Larcher Horton**, Providence. **WEAN**.
Quaker Products Co., 132 five-minute programs, racing results, starting April 30. **Wagley & Smith**, New York. **WNAC**.
Gold Redeeming Corporation of America, 91 temperature reports, started April 23. **David Malkiel**, Boston. **WNAC**.
I. J. Fox, Furriers, 15 weather reports, started April 23. **Alfred Rooney Co.**, Boston. **WNAC**.

CHARLOTTE, N. C.
McCormack & Co., Baltimore, Md., 61 100-word announcements "Hundred Feet" Tuesday, Thursday, Friday mornings, beginning May 1. **Radio Sales, Inc.**, N. Y. C. **WBT**.
Case Brothers, Charlotte, N. C., 15-minute announcements on Monday and Wednesday mornings, beginning April 23, 1934. **Placed locally**. **WBT**.

Charlotte Paint Co., Charlotte, N. C., continuation contract for 41 one-minute announcements, two each week day beginning April 16, 1934. **Placed locally**.
Olefinite Mfg. Co., Baltimore, Md., 41 100-word announcements, Monday, Wednesday and Friday mornings, beginning April 16, 1934, placed by **Radio Sales, Inc.**, N. Y. C. **WBT**.
Gordon & Warriner, N. Y. C., Wash. Six 5-min. transmissions week days beginning April 19, 1934, placed by **Northwest Radio Adv. Co.**, Seattle, Wash. **WBT**.

Chandler-Sterling, Inc., Charlotte, N. C., 62 100-word announcements, Wed., Thurs., Fri. and Sat., day and evening, beginning April 20. **Placed locally**.
Pennell Oil City, Pa., 15 five-minute transmissions on Wednesday and Friday evenings, beginning April 20, 1934. **Placed by Radio Sales, Inc.**, N. Y. C. **WBT**.

Dr. Pepper Co., Dallas, Texas, 73 1-minute transcribed announcements, week day evenings, beginning May 1, 1934. **Placed by Tracy, Locks-Dawson Co.**, Dallas. **WBT**.
Perfection Stove Co., Inc., Cleveland, Ohio, 13 5-minute transmissions Thursday, Saturday and Sunday, placed by **Radio Sales, Inc.**, N. Y. C. **WBT**.
United Drug Co., Boston, Mass., five 15-minute transmissions, "Radio Drug Products," at 9:15 a. m. beginning May 1, 1934. **Placed by Radio Sales, Inc.**, N. Y. C. **WBT**.

Robinson's Business College, Spartanburg, S. C., 25 one-minute announcements, day time, beginning April 24, 1934. **Placed direct**. **WBT**.
O. A. Setzer, Lincoln, N. C., 26 one-minute announcements, Monday, Wednesday and Friday afternoons, beginning May 2, 1934. **Placed direct**. **WBT**.
Southern Public Utilities Co., Charlotte, one half-hour program Thursday evening, April 26. **Placed locally**. **WBT**.

LOS ANGELES
Marcos's Dog Food, So. Cal. Network (KFBB, Hollywood, KFOX, Long Beach and KFCM, KFRK, Gardena), Saturday 5 to 6 p. m. Juvenile Revue. **Wallin & Barksdale**.

WASHINGTON, D. C.
Peoples Drug Stores, baseball games from stadium, 15-minute sports summary nightly. **WJVS**.
Washington Post, half-hour dramatizations from Post files, time and cash paid.
Elgin Petroleum Co., 20 announcements. **J. Walter Thompson**. **WJVS**.
Ford-Motor Co., three announcements per day for 13 days. **McCann-Erickson**.

Pennell Co., two five-minute transmission dramas per week for 16 weeks. **Ruthauff & Ryan**. **WJVS**.
G. S. Gutta Percha Patent Co., 30 announcements. **J. Walter Thompson**. **WJVS**.

United Food Stores (Seminole Park), transcription, Anson Weeks orchestra, 15 minutes, 15 more programs per week for 13 weeks. **Paris & Peart**. **WJVS**.
B. F. Goodrich Co., 15-minute

sports summary nightly. **Ruthauff & Ryan**. **WMAA**.
National Electrical Supply Co., 15-minute transmissions, once weekly for 13 weeks (local). **WBC**.
Capital Wall Paper Co., 60 five-minute beauty talks daily. **Jerome Gray**, Phila. **WBC**.
Traveling Sales Co. (local), 15 minutes, Monday and Friday, local orchestra. **WBC**.
E. P. Hinkle Rug Cleaning Co. (local), 15 minutes weekly, 10 weeks. **WBC**.

WINSTON-SALEM, N. C.
Sosnik, Inc., 16-minute program, Mondays, 7:30 to 8 o'clock, with M. E. Heckert, Charlotte, N. C., bridge expert, indefinite period. **Placed locally**. **WSJS**.
United Drug Co., 16-minute daily transcription, 9:15 a. m. from May 1 through June 1. **Placed by United Drug Co.**. **WSJS**.
Darling Shop, daily spot announcement for 30 days. **Placed locally**. **WSJS**.
Diele Shoe Repair Shop, daily spot announcement for 30 days. **Placed locally**. **WSJS**.

Essick, renewal of daily announcements for one month. **Schludersberg-Hurdie Co.** direct. **WSJS**.
Stanbach, renewal of daily spot announcement for one month. **Placed by manufacturer direct**. **WSJS**.
Gelfand Manufacturing Co. (Salad Dressing), Mon., Wed., Fri., 7:45-8 P. M., Prince Lei Lani and Princess Kaiulani, 15 minutes, 13 weeks, and instrumentalists. **KFWB**.

NEWARK, N. J.
United States Gutta Percha Paint Co., four weeks, beginning May 1. Tuesday, Wednesday and Thursday, five minutes. **Placed by United States Gutta Percha Paint Co.** with **George Shackley**. **WOR**.
P. Duff & Sons, Inc., renewal, four weeks, beginning May 18, Monday, Wednesday and Friday, 15 minutes, recording. **Minute Manners** by Mrs. J. S. Rilly. **WOR**.
Armand Co., 13 weeks, beginning May 21, Monday nights, 15 minutes, recording. **Jane Froman**, Don Ross, Lennie Hayton's orchestra. **WOR**.
Gardner Nursery Co., broadcasts April 1, May 1 and 2, five minutes in the afternoon. **WOR**.
United Remedies, 36 quarter-hour recordings a week of the Pickard Family for 13 weeks. **WNEW**.
United Drug Co., five daily recordings, 15 minutes, starting through Street & Finney. **WNEW**.
Modern Medical Associates, 12 quarter hour health talks a week. **WNEW**.
Busch Jewelry Co., five 15-minute periods a week, with Chick Farmer, starting April 24. **WNEW**.

CHATTANOOGA, TENN.
Gray-Wood Crystal, three 15-minute programs weekly. **WDDO**.
Pennell Co., 16 five minute programs, starting April 28. Through **Ruthauff & Ryan**. **WDDO**.
W. D. W. Co., three 15-minute programs weekly. **WDDO**.
Clemons Bros., sponsorship of baseball scores from April 17 to Sept. 15. **WDDO**.

BALTIMORE
Hecht Bros., 21 75-word announcements, also one 15-minute program, broadcast direct. **WFER**.
Sherwood Bros., three spot announcements weekly, indefinitely. **Van Sant, Durgale**. **WFER**.
Chesapeake Rug Cleaning Co., eight spot announcements, beginning April 29. **Emory Advertising Agency**. **WFER**.
Jerman Motor Co., three weekly 15-minute announcements, beginning April 29. **Transcriptions**. **Placed direct**. **WFER**.

BRIDGEPORT
Merry-Go-Round, local talent shows, with commercial announcements, 6:30 p. m. daily (Saturdays 6:45). Talent changes broadcast to broadcast. **WIOC**.
Penn Tobacco Club, baseball game broadcasts from Boston, season of 1934. Does not include World Series games. Every afternoon. From Yankee network. **Boston**. **WIOC**.

PORTLAND, ORE.
First National Bank, half-hour radio broadcast, "The Carlo Opera Co." outdoor reception. **Mary Penland Agency**. **KGW**.
Morgan Motor Co., announcement service, through station. **KGW**.
Decker, announcement service, night spots. **Bootsford-Constantine Agency**. **KGW**.
Vancouver Kennel Club, remote broadcast of dog races in Vancouver, Washington. Through station. **KEX**.
Morgan Motor Co., night-time announcements service. Through station. **KEX**.

DENVER
Dr. West Tooth Paste, three 15-minute transmissions a week, 13 weeks. **WFOA**.
Faultless Starch Co., three 15-minute transmissions a week, 15 weeks. **KOA**.
Seaford Stores, 15 minutes weekly. **Cook Book Sherlocks**, 13 weeks. **KOA**.
Doran Coffee Co., 28 one-minute spots, running from four words to

one minute, at exact times and with time change. **WFOA**.
United Drug Co., five 15-minute transmissions. **KOA**.
Walker Kennedy Co., 30 one-minute spots. **Transmissions for Children**. **KOA**.

Roe Motor Trucks, one-minute spot announcements, six days. **KOA**.
Barbette Food Co., seven one-minute announcements, with temperature reports. **KOA**.
Chevrolet Dealers, six one-minute announcements daily, one month. **KPEL**.
General Electric, three one-minute daily announcements. **KPEL**.

Cheesing's Restaurant, 10 one-minute spots. **Sunday announcements**, six weeks. **KPEL**.
Flying Horse Inn, six one-minute announcements a week, two weeks. **KPEL**.
Lincoln Life Ins. Co., five one-minute Sunday announcements, indefinite. **KPEL**.
The Larder Shops, five one-minute announcements each Friday, indefinite. **KPEL**.

Tony La Belle, six announcements weekly, indefinite. **KPEL**.
Golden Eagle Hotel, five one-minute spot announcements weekly, indefinite. **KPEL**.
Long's, five announcements weekly, six weeks. **KPEL**.
Olson's, five one-minute spot announcements daily except Sunday, indefinite. **KPEL**.

CANTON, OHIO
Maloney Motors Co., three five-minute spot announcements five times a week. **Riley Miner**, station news service manager, at the mike. **WHBC**.
Gynko Products Co., 15 minutes news flashes, three times a week, at 6:30 p. m. **WHBC**.
C. A. Spicker Co., undertaker, 52 weeks, 15 minutes every Monday, Tuesday, Wednesday and Thursday, 7:45-8 p. m. **WHBC**.
That Endures, 52 weeks. **WHBC**.
High Speed Products Co., 20 minutes, five days a week, electrical transmissions, runs 10 weeks. **WHBC**.

NASHVILLE
Horse & Mule Association of America, 15 one-minute announcements beginning May 1. **Carpenier-Rogers Co.**, Dallas, Texas. **WSM**.
Pontiac Motor Co., 30 one-minute recorded announcements daily, except Sunday, beginning April 19. **Campbell-Ewald Co.**, Detroit. **WSM**.
Kester Bolder Co., 13 half-hour programs, one time per week, Saturday, beginning October 6. **Aubrey, Moore & Wallace**. **WSM**.
Pennell Co., five-minute electrical transmissions every Wednesday and Friday, starting April 20 for 16 times. **Ruthauff & Ryan**. **WSM**.

HARTFORD
Gardner Nurseries, series of five-minute broadcasts, indefinite period. **Northwest Radio Advertising Co.**, placing. **WTIC**.
Richardson and Robbins, 18 weeks contract for three 15-minute programs, placed by **Radio Broadcasting Company**. **WTIC**.
F. W. Clements Products Company, three fifteen-minute broadcast programs, placed by **World Broadcasting Company**. **WTIC**.
Scott Furriers, Inc., of Hartford and Boston. **Daily flash announcements**. **Placed**.
Bulova Watches, time signals increased from four to seven each week. **Contract indefinite**. **Placed by the Radio Advertising Co.**

Manchester Office Co-Operative Program, Ten weeks, one-half hour each week. **Placed direct** through the **Warner Brothers Theatre**, Manchester, Connecticut. **WTIC**.
ROA-Victor, daily time signal. **Feigenson**. **WTIC**.
Joseph F. Clark, Jr., political talks, three times weekly. **Placed direct**. **WTIC**.

Glenn Specifics, five minute transmissions, three times weekly. **(World Broadcasting)**. **WTIC**.
St. Phillips Church, 15 minutes weekly, for 13 weeks. **Placed direct**. **WTIC**.
Pinchot Campaign Committee, 16 10-minute periods, from April 23 to May 14. **Placed direct**. **WDAS**.
Adolphus, three 15-minute half-hour programs weekly, for 13 weeks. **Placed direct**. **WDAS**.
Margoloff Committee, 30 spot announcements. **W. J. Hill**. **WDAS**.
Shawnee Talks, 14 quarter-hour periods. **Placed direct**. **WDAS**.

PHILADELPHIA
ROA-Victor, daily time signal. **Feigenson**. **WTIC**.
Joseph F. Clark, Jr., political talks, three times weekly. **Placed direct**. **WTIC**.
Glenn Specifics, five minute transmissions, three times weekly. **(World Broadcasting)**. **WTIC**.
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Margoloff Committee, 30 spot announcements. **W. J. Hill**. **WDAS**.
Shawnee Talks, 14 quarter-hour periods. **Placed direct**. **WDAS**.

CHICAGO
Jel Bert Company, Chicago, for 15-minute program, week days on Saturday night. **(Rogers and Smith, Chicago)**. **WLS**.
United Drug Company, five 15-minute programs weekly. **WLS**.
Standard Oil Company, Indiana, eight one-minute radio discs (McCann-Erickson, Chicago). **WLS**.
Carter Rogers Company, for 100 weekly announcements, three times weekly on Monday, Wednesday and Friday. **(Spot Broadcasting, N. Y.)**. **WLS**.
Perfection Show Company, 13 five-minute radio discs on Thursdays (World Broadcasting-McCann Erickson, Chicago). **WLS**.
Ch. Hansen Ltd., Inc. (Junket Ice Cream), five one-minute announcements three times per week for nine weeks. **(Mitchell-Faust agency, Chicago)**. **WLS**.

Air Line News

By Nellie Revell

Larry Ross goes on a new commercial May 12. Show will be called "Maria's Matinee" plugging "Corto", a product of General Foods, which concerns also presents Maxwell House Showboat. Show goes on Friday afternoons for 15 minutes. Ross will leave for the Coast after the first broadcast. He will be wired in for this show but not for Maxwell. When he returns, comes back to Maxwell giving him two broadcasts weekly.

Camel Show Moves
Starting May 24 the Camel broadcast will come from the Glen Island Casino. Glen Gray and his band booked in for the season so Stoopnagle & Budd and Connie Borwell will broadcast from the club. Special opening night being arranged since May 24 is also third anniversary of Stoopnagle & Budd appearance on CBS.

Radio's Literary Recognition
Watching the release of a broadcast of the E. S. Stripling show at CBS is the new fad of the literary nabobs. Stripling and Courtney Savage act as hosts to whoever happens up. Among the recent 'names' to attend were Max Miller, Martha Ostrero, Harry Moore, Grace Carline, Dorothy Thompson and her hubby, Sinclair Lewis.

Short Shots
WOR expects to put the Hopkins radio voting device to practical use in two weeks. Want to use machine for straw vote on coming Jersey primary. Results will be kept secret till after the polls close. ... Chase & Sanborn show will broadcast from the coast next week. ... Rubink left after Sunday show, his brother Phil went on ahead to help musicians. ... Nino Martini has a new sedan. ... Will Osborne has a letter from a Harvard lad who claims to be the one who threw that grapefruit at Rudy Vallee. ... Roger Bower now assistant studio manager at WOR. ... CBS has Lord Michelman in town studying radio as his guest. ... Grace Hayes goes sustaining for NBC. ... Peggy Allenby proud mama of a girl. ... Sam Wren on Socynald Sketches. ... Eddie Craven on ditto next week. ... No cast or story shake-up; just cast requirements. ... CBS auditioned for announcer last week. ... Tom Revere publicity head at Benton & Bowles left Thursday for two-week cruise in West Indies. ... Mort Lewis writing special material for Ballet to use on Whitman broadcast. ... Frank Cooper shifted from William Morris to Romm, Meyers, Beatty and Schuing last week. Handle radio exclusive. ... Louis K. Sidney cut Wallington's spial at the Capitol from six to two minutes and should have cut out that gag about Cantor's private life. Very bad taste Jim. ... Jack Smart now doing the 'Eclipse' on Borden's 45 Minutes in Hollywood at CBS. He replaced Porter Hall who is smothering in the 'Thin Man' for MGM. ... Bill Becker and Bowles of B&B feuded over staging of the second of 'The Rogues Song'.

Scrambled Notes
Lehn & Fink auditioned George Price, Phil Spitalny and orchestra and Blubber Bergman in an attempt to line up the same supporting cast for the Cantor show. Bergman will 'talk' for Spitalny same as he did for Rubinkoff. ... Mary Small has new contract good for one year on the Babbitt show effective May 13. Contract has cancellation clause in case of voice change. She will be twelve on May 6. ... Elsie Ferguson negotiating with CBS. ... McClelland Barclay at the Fred Allen rehearsal last week. ... Jack Smart, amateur artist, at once got in a free lesson. ... James Melton, Sylvia Froos, Roy Atwell and Johnny Green auditioned for Rogers Silver at Columbia. ... Molasses and January auditioned for CBS. ... Bing Crosby is year older tomorrow. ... Peck Agency moved to 444 Madison avenue. ... 'Raffles' is off for two weeks while CBS tries to find earlier spot. ... 'Easy Aces' took 'Raffles' time and since Freddie Warlock also emotes in 'Dodsworth', they must find early spot. ... Dolph Opingner, studio manager, and Mariano Guida, secretary in program department, of WOR, were married April 7. ... Marvin Rozal and Molasses & January on Babbitt show on May 13. ... Harold Stader added five men to his orchestra for the Van Heusen show. ... Ann De Marco, soprano, had a bad cold. Switched with another sister and has been singing contralto. ... 'Tubby' Weyant of the Songsmiths Quartet is a dead ringer for Bobby Connelly. ... S. S. Van Dine will guest star for Palmer House on May 8. ... Connie Miles, makeup man at the N. Y. American, is playing bits at NBC. ... Looking for a sponsor. Wants to do a commentator—as who doesn't.

Just Talk
Johns-Manville will present Floyd Gibbons and Nat Shilkret on WEAF May 12. Gibbons will have 17 minutes of spot. May 13 he is in with government through plug for Home Owners Relief. They have been extending credit to home owners for repairs and want government help. ... Irene Taylor returns from her home in Texas Friday to resume over NBC. ... Donald Novis' brother Harold, who has been concert bartoning on the Coast, comes east for an essay at the NBC airwaves this week. ... Phil Harris took his first vacation in four years. He started yesterday to go roughing around Lake George. He will hop back for the Friday broadcast. ... Charles Henderson, conductor on the Hudson Vocalion program, wrote three of the Hasty Fudding shows while at Harvard. ... Wonder Bread show goes off May 4 for the summer. Little Jack Little stays. Evan Evans and Mary Eastman fill the spot on Monday.

Stand By
Paul Whiteman plans to resume his audition series over NBC next fall. ... Edwin C. Hill was so late attending his birthday party last week that all the guests had left by the time he arrived. ... Tony Wons' sponsors, Johnson Wax, are shifting his weekday spots to 1:45 p. m. in order to spur sales out west. ... They are taking Easy Aces' time. ... Lennie Hayton's two commercials, the Ipana Show over NBC, and the Terra-plane program over the same network on Saturday, come up for renewal May 12. ... Don Bestor is godfathering the Eddie Lane orchestra at the Hotel Bossert. He got an NBC wire for them and is acting as musical advisor. ... A new candidate for stardom is Patsy Pearson, the eight-year-old, who does the child parts in the Beatrice Fairfax heart problem dramas. ... Joe Helbock and his Spirits of Rhythm have moved from CBS and will be an NBC feature from now on.

Gossip
WOR will broadcast the Innuil landing, with exclusive talk by Journal reporter who was only newspaperman on the boat. May 8 is the day. ... Mario Chamlee will sing with the St. Louis Symphony tonight, then to Detroit for the Civic Opera show on May 6. ... Elsie Hitz left Wednesday for a 16-day trip to Bermuda. ... Ned Weaver left Saturday for Europe. ... Stanley Meehan auditioned for both networks. Opens at Marden's Riviera on May 17. ... Vocalists on the Maxwell Showboat program spent 10 minutes of rehearsal time memorizing the words of our national anthem. ... CBS sent Elliott Stuckel to Chicago to arrange broadcast from World's Fair. ... El So-Dol drops Sunday show and goes to Wednesday with Everett Mitchell, Ohman & Arden, Romeo & Juliet and Elizabeth Lennox. ... Bob Armbruster and the Travelers auditioned for Ludens at NBC. ... The Leaders' heard over WTIC in Hartford are the Fox Fur Trappers heard at NBC. ... Joe Cook and Dave Chasen have worked together for ten years. First spot came when Cook started on Colgate show, but they'll rejoin in Cook's coming film. ... Jack Carstairs, who emotes on the Philip Morris show, auditioned a script for the board at NBC, titled 'Adventures of Archy and Bervy'. Did the same script for WHK in Cleveland years ago as sustaining. ... Sanford Ullman, press rep of Peck Agency home sick.

Radio Chatter

New York

Emil Levy, formerly Thaurston's musical director, is broadcasting a piano solo feature every week over WGN at Chester.

WHAZ, Troy, is on the air only every Monday night, but among its topnotch programs is Jack Keefe's Revue, with orchestra, soloists and comedians.

Harold Smith, gen. mgr. WOKO, Albany, entertained the WOKO Players at a theatre party and dinner which had ended an air season of seven months. Among those present was Dr. Royden Rand, WOKO drama director and writer of the players' scripts.

Steve Bolsicak, former WGY organist, back in Albany, his old stand, at RKO Palace.

WGN at Chester features twins on a program. They are Robert and Richard Whitner, singers. They're 22. Miss Emma Levy is accompanist.

WESG, Elmira, broadcast a combined theatre and air show from the Colonial, consisting of Reggie Johnson's orch, Earl Harvey's saxophonists, Arden Colbert, tenor, and George Lamoreaux as m. c. Bill Randon, guitarist, who first went radio with Jack and Jerry Fogy, and who later worked over WGY with Skip, Step and Happilanna, is personal appearing with the Joe and Eddie act and with Arthur Potter, former piano accompanist for the Keating Twins in vaudeville.

Andrew Kelly's "Horse Sense Philosophy," which was rated by listeners as one of the most distinctive and most popular WGY features, is back on the air over the Schenectady station. Originally with the two-character sketch later was presented on a Sunday night commercial, and after that went WEAF. Hank Keene of WGY, who has conducted an audition for amateurs, with cash prizes, during the p. a. of his hill-billy troupe at the Amsterdam high school.

Frene Taylor is in Texas to see sick parent.

Paul Whiteman in Colorado with ailing mother pending theatrical bookings in May.

L. Willard Cru v. p. of the Campana Corp., sailed on the Manhattan for Europe Wednesday (25). Going over to develop new sources of program material for the company's three programs, The First Nighter, Romantic Melodies and Grand Hotel.

Tony Wons does his initial Sunday spot for Johnson floor wax Sunday (6) from Washington.

Mary Eastman, CBS-managed, who did a guest appearance for Packard over NBC last night (Monday) is a niece of the motor company's president.

Don Bestor moves to the Pennsylvania roof May 25.

Evelyn Robinson, former space grabber for Columbia's layout in Chicago, whirled around New York last week visiting friends and places.

J. Elliott Stuckel, CBS exploiter, on to Chicago for a month to arrange for the broadcast of the Rotary International convention June 12.

Paradise, floating night club docked at Troy, is extending its bookings of radio talent. In addition to a name network artist en-

gaged in New York for Saturday performances, Louis Austerlitz, the ship's proprietor, has begun to play a WGY act the last three days of the week.

Martha & Hal, former vaudevilleans, filled that assignment last week, with Robert Simmons, NBC tenor, working the Saturday date. Shirley Howard, NBC soprano, recently played the Paradise twice, being the first radio name rebeked. Jack Miles' orchestra is the regular attraction.

S. S. Van Dine follows Landst Trio and White as Ray Perkins' guest for Palmer House program.

Vera Van moves into the CBS niche vacated by Myrt and Marge. Sustaining basis.

Billy Arzt's first will be his last appearance for the Ward Family show under its new time schedule.

Joe Pasternack succeeds him there after. James Melton also joins the line-up.

Arthur Boran and Eaton Boys doubling into Tie Toe Club, Manhattan.

Yacht Club boys four-weeking at Hollywood Gardens, Galveston, Texas.

Will Osborne has 57 weeks for Lint and 17 for Pebece behind him, which qualifies as steady work.

Bob Lamarr's dinner at the Essex House, N. Y., Saturday was the occasion for announcing that Ted Herbert and Helen Ward, both of WOR, will wed.

Mass. symphony orchestra opened Monday (30) in New London for a New England dance tour.

New England

Jack Atwood, formerly of the Yankee web, was heard announcing the I. J. Fox show over WEEI Sunday p. m. Agency for the account has been trying out various voices and they seem to like Jack's.

On Sunday the Yankees web started a series of three weekly programs under the auspices of the Boston Conservatory of Music.

Fred Langenheim of the announcing staff has stepped into the vacancy made by the Atwood ouster at Yankee net.

Lucresia Bori season finalist of Bridgeport. Wednesday Afternoon Musical club concert series. Albert Spalding and Nino Martini set for 1935.

Alma Dettinger's new script, "The Three Bachelors," premieres Thursday at WICC, Bridgeport.

Jimmie Mine and George Bove, announcers, and Jud La Haye, program director, title-rolling.

Yankee Trio, New Haven semi-classic instrumentalists, hitherto a WICC sustainer, auditioned at WTIC, Hartford.

Giovanna Grafe, directress of Connecticut Composers hour, WICC, Bridgeport, receding in New York.

Steinart string quartet, New Haven, set for WICC matinee series.

Howard Comstock, m. c. of Bridgeport Herald, now regular headline-interpreter on WICC's "Connecticut Celebrities" show.

Jack Ross, dramatic reader, is again back on WCAX, Burlington, Vt.

Yankee web will broadcast the testimonial concert to Yankee and Eddie Collins of the Red Sox. The dinner costs eight bucks per

plate and the announcers are drawing lots to see who is going to be the lucky guy to partake of an eight-dollar dinner.

WDEV, Waterbury, Vt., has extended its afternoon broadcast time from 6:30 to 6 o'clock.

Lighting and sound talks are now being heard frequently over Vermont stations.

WCAX, Burlington, Vt., is using remote control to broadcast activities at the University of Vermont.

Larry Pierce, WDEV announcer, leads an orchestra when not working at the station.

Vermont Troubadours are now over WSYB, Rutland, Vt.

Kaspar Gordon, Boston, are newly designated reps for WKZO, Kalamazoo, and KGNF, North Platte, Neb.

Pennsylvania

Billy Catzone, staff musician at WCAE, Pittsburgh, back on the job after an operation for appendicitis.

Lowell Thomas, in Pittsburgh all week for Sun Oil sales convention, did his daily broadcasts from KDKA.

Kay Donna, who was Kay Kroenke when she got her radio start over WCAE, Pittsburgh, now with Chic Seeger's orchestra at Hotel Schroeder, Milwaukee.

June Yorkin, soprano, visiting her parents in Pittsburgh after six months over WBZ.

Helen Dayle (Solomon), with WWSW, Pittsburgh, for years, has joined WLW, Cincinnati, as a continuing contributor.

Teaberry Gum sports revue off KDKA, Pittsburgh, after five years, but Ed Sprague, announcer, has lured another sponsor for similar program.

Tom Lewis, former Pittsburgh steel-worker who was connected with KDKA in its pioneering days, leading a 15-voice chorus for CBS.

Andy Stanton divided time with Stoney McLinn, the Record sports writer, in airing the first Phillies' ball game, via WIP.

Mike Albert set to do air audition for Dixie Belle Gin, doubling from the Cafe Marguery, Philly.

Week's warbling honors going to Sally Gay, who spurned local air offers to stay at the Walton Roof, Philly.

Willard Alexander rumored in town to buy night spot wire for the band.

Dave Rakstin, the Latin arranger, in Philly every week-end to keep space with that romance.

Philly air business looks bigger for Mike Albert than ever before.

Ted Husing in for the Relays at Penn Friday, and making the rounds with Manny Sacks of WCAU who did an assay on the streets.

Jan Savitt's recordings for the Ice Marketing service a wow! Four Showman and Diane also on the discs.

Three Knickerbockers in a walk-out at WCAU. Boys claim too heavy chiseling.

Betty Loeb, WDAS interviewer, with a touch of the gripe for the rest of the week.

Gem Laundry products readying a basic CBS tie-up with American Stores any day.

Savory N. Y. maestro, handling Larry Tate, Philly vocal find.

Pacific Northwest

Al Pearce and his radio gang, on the stage at the Broadway, gave the hour's biggest gross it's had for several years.

Art Kirkham, KOIN chief and sport announcer, has added a new title. It is that of "Public Relations Representative." In this capacity Kirkham is booked in Oregon and Washington and is about to appear before Chamber of Commerce groups, Parent-Teachers associations, high school students groups and women's clubs. His general topic is Radio from the inside.

"Hop Gold Blue Star Revue" is staged every Wednesday night on the stage of the Paramount in Portland.

In Portland, this KOIN production employs a large concert orchestra and staff of soloists, plus a male quartette, Joseph Samperio, KOIN musical director (formerly with the Fox theatres in Seattle), in charge of the stage revues.

The weekly attraction serves to augment the lineup at the stage. The show is released to KOIN and KYOS.

Ivan Jones and Walter Stewart are two bright energetic chaps who greet the milkmen in Portland on the way to open up KOIN at 6:30 a. m. Their medium of expression

(Continued on page 40)

President Roosevelt Starts WLW

First 500,000-Watt Station Off in Deluxe Style This Wednesday (2)

P&G Daily WGN Ride

Chicago, April 30.
Kastor agency locally has set a series on WGN for Procter & Gamble soap company. Starts this week for a daily shot of 15 minutes each. Show will be known as the "Friendly Neighbor" and feature Virginia Clark as the dame who hangs over the backyard fence. About 10 minutes of the show will be music recorded on radio discs by World Broadcasting, while the remaining five will have Miss Clark dishes advice and kitchen philosophy.

VAN LOON TEXT FOR HANFF-METZGER USE

Henrik Van Loon's educational "Story of Mankind" is the basis for a new program projected for a Hanff-Metzger client. Herbert Rawlinson and Ferde Grofe are the contemplated talent. Harry Tugend is preparing the programs from an adaptation written by George Redmond. Grofe will compose special music for the programs. Final audition due this Thursday (4).

'Ambassador' Eckersley

Chicago, April 30.
Roger H. Eckersley, director of entertainment of the BBC, in town for a look-around on American broadcast methods. Director of entertainment means program manager on this side of the water. Eckersley was diplomatic in comparing American and English air shows. Said English shows are best for England, and American shows best for Americans, which is sound logic and irrefutable.

NEW FRISCO TALENT

San Francisco, April 30.
NBC's program department has reversed itself on several artists who were to have been let out this week (29) when it decided to retain the Clef Dwellers and Gypsy, and to add several new groups as well. Newcomers are the Russian Troubadours, picked up in a Sutter street Soviet teamroom by Frost; Nell Cook and Ralph Alexander harmony duo hired in Hollywood by Frost; and Zella King, reader. All will be fitted into NBC schedules under the new daylight saving time setup. A number of programs are set to shift from KPO to KGO, too.

Pickard Family has recorded 26 quarter-hour shows for United Remedies. They're being placed at the rate of two a week. Station list is in process of being made up. Columbia Phonograph did the stenciling.

April

President Roosevelt is scheduled to press a key in Washington at 9 P. M. (EST) Wednesday (May 2) which will formally dedicate WLW as a 500,000-watt, world's most powerful broadcasting station. The F. W. Howel Crosley, Jr., founder of WLW, will start an all-night inaugural program that may be heard in every corner of the earth. Invited to participate in the program are members of the Federal Radio Commission, governors of several mid-west states, Ohio's United States senators and prominent professional and business men.

Charles Sawyer, lieutenant governor of Ohio, and a director of the Crosley Radio Corp., will be toastmaster. The main speaking and entertainment program will originate in the Hall of Mirrors of the Netherland Plaza hotel, where 500 distinguished guests will attend a banquet prior to the dedicatory exercises. More than 500 artists, entertainers and musicians will appear in the broadcast, which is claimed to be the most elaborate remote control pick-up of its kind in the history of radio, enlisting 28 engineers, 12 mikes and 7,000 feet of wire.

New 500-KW station will carry signals of strength approximately 32% greater at any given point than the present 50,000-watt WLW, the service areas of which will be extended by about 1,000%. Under favorable conditions, says Joe Chambers, who supervised the installation and designed a large part of the equipment of the high-powered transmitter, a good receiving set will be able to pick up the station's blasts anywhere in the world.

From 10:30 to 11 o'clock, NBC will cut in on the broadcast with a network program originating in New York. The pick-up from the hotel will be from 9 o'clock to midnight. After that it will be conducted in the Crosley studios. The transmitter plant is at Mason, O., 22 miles north of Cincinnati. In the afternoon, guests will be transported by buses from the Netherland Plaza to the transmitter.

WLW staff orchestras directed by William C. Stoess, Henry Thies, Virginia Marucci and Phil Davis will be heard together with Margaret Carlisle, Ponce Sisters, John Barker, Mary Alcott, the Charlotter, Rhythm Jesters, Johnny Muldowney, Joe Emerson, Sandra Roberts, Flora Blackshaw, Carl Grayson, Charlie Dameron, Oklahoma Bob Albright, Crosley Male-Four, Jack Berch and the Crosley glee club of 35 male voices.

Bela Lugosi is the guest artist on tonight's (1) Shell Show over the Coast Don Lee chain. He has the lead in a dramatic sketch.

JAMES MELTON

HELD OVER SECOND WEEK (April 27)

HEADLINI

CAPITOL, New York
STAR OF WARD FAMILY THEATRE

WABC CBS NETWORK

very Sunday Evening, 9:00 to 9:30 P. M.

Guest Starring Palm Olive Program This Tuesday Evening (May 1) Over

WEAF and Red Network, 10 to 11 P. M.

Theatre Direction—HARRY BESTRY

THE CROONING TROUBADOR

nick lucas

WABC NETWORK—SUNDAYS 7:30-7:45 P.M., FRIDAY 7-7:15 P.M.
COLUMBIA BROADCASTING SYSTEM

NEW DIXIE CUP PROGRAM

Starting Monday, May 7, on WABC, Will Feature:

FRANK NOVAK

AND HIS

DIXIE CIRCUS BAND

An Envious Record—Composer and Director of:
Wizard of Oz, 26 Weeks - - - Post Toasties, 52 Weeks
One-Man Band, 64 Weeks—Simplicity Patterns, 14 Weeks
Eno Crime Clues Intermittently

Creator and Exponent of Modern Musical Ensembles
Organized to Satisfy the Most Exact Requirements

Address 743 Fifth Avenue, New York, N. Y.

PLaza 3-5988

HELD OVER SECOND WEEK (April 27) CAPITOL, NEW YORK

RICHA HIMBER

Many Thanks Rudy Vallee for Past Favors

Direction SEDLEY BROWN

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

OUTSTANDING STUNTS:

POLICE RADIO TEST
FORD PROGRAM, CBS

New York.
Ford Motor's program of last Thursday (26) on CBS gathered heaps of space for itself in the New York dailies as a result of a stunt it pulled with the connivance of Police Commissioner John F. O'Ryan. To show the listeners how the radio equipped cruiser cars of

EDDIE PEABODY

The Instrumental Stylist

PURE OIL PROGRAM
EVERY SATURDAY
WEEF-WGY-WFI
7:30-8:00 P. M., D.S.T.

Featured Nightly
HOLLYWOOD RESTAURANT
NEW YORK

Now Playing
ALBEE, BROOKLYN
(This Week, April 27)

Personal Manager
RUDY VALLEE

ROY FOX
AND HIS
BAND
CAFE de PARIS
LONDON
B.B.C. NETWORK

Jack and Loretta
Clemens
WJZ
10:45-11 A.M.
Mon., Wed., Fri.
WILBERT'S
FLOOR WAX
Sole Direction
Ben Roche Productions

CHARLES
CARLILE
TENOR
COAST-TO-COAST
CBS

PHIL
DUEY
Initial Stage Appearance
FOX BROOKLYN
Week of May 4th
SOLOIST
PHILIP MORRIS PROGRAM
and
JACK FROST SUGAR HOUR
NBC Coast-to-Coast Networks

the department function the commissioner put on in the studio a real emergency call test. Thing works so quickly that it blew up the commissioner himself. In his excitement over the unexpectedly overwhelming service he got the commissioner was so taken with the speech he was to make immediately following the test and the production man on the program had no alternative but to push the Fred Waring unit into the breach.

Demonstration started off with a call being put through for the police via the telephone company and then let the tuners-inners get an earful of what happens after the call gets to the radio division at headquarters. Voice at that end ordered the cruising cars in the vicinity to respond to the commissioner's call on the stage of the Columbia Playhouse. What obviously upset the commissioner was the sight of the first cruiser cop approaching the stage within a minute after the call had been dispatched over the air from headquarters.

During the rehearsal of the program that afternoon the responses had been entirely different. He had to wait while two other more important calls in the neighborhood were being attended to.

'Grand Hotel's' Last Night
Chicago.

In taking leave of the air for the summer the Campagna program, 'Grand Hotel', put on a farewell performance similar to the final night of a legitimate play. Each member of the cast, Ann Seymour, Don Ameche, etc., figuratively stepped in front of the curtain to speak direct to the public and thank them for being 'sweet'.

Salute was nicely arranged to leave a pleasant impression and put the program's good will on ice over the summer pending the show's October return to the air. Slightly hyperbolic but impressive was the statement that a Campagna v. p. had sailed for Europe for the purpose of scouting literary material for the series.

Are They Listening Test
Boston.

Scott Furriers has changed its show on the Yankee web in an effort to determine the size of their audience. New program called 'Guilty Or Not Guilty' is a series of dramatic thrillers in which the radio audience sits as jury. Each case is complete in one broadcast. The evidence is presented in dramatized form and the verdict is determined by the mail response. As an added incentive the client is receiving ten cash prizes each week to those sending in the most reasonable verdicts based on the evidence in the broadcast. The programs are transcriptions.

WHEC's Convention Stunt
Rochester.

Station WHEC will broadcast a mystery drama 'Dolores Divine', sequel to 'Trial of Dolores Ware' in the crystal studio at the Progress Exposition sponsored by the Democrat & Chronicle and Times-Union. The play will be produced both for the radio and stage. The show visitors under the direction of Nicholas Pagliara.

Audience will be the jurors.

id Identification
Chicago.

Illinois Meat Company, which is marketing the cornedbeef hash known as Broadcast, starts on the Michigan network with a children's program known as the Man Hunters. The play will be produced both for the radio and stage. The show visitors under the direction of Nicholas Pagliara.

Coaxing Street Remarks
Washington.

Best stunt broadcast of week was pulled by Bob Trout and Art Godfrey, local CBS announcers, during Cherry Blossom Festival aired on WJVS. Trout wheeled baby carriage, carrying shortwave transmitter and receiver, along line of parade. Stopped along curbs and asked people to say things into mike. When they hesitated, Godfrey's voice came out of receiver coaxing 'em. Godfrey being some four or five blocks away, gag had non-initiated crowding about carriage like flies.

Nat Stewart on Web

San Francisco, April 30.
Several program changes going into effect at NBC include a new transcontinental to start May 15 with Nathan Stewart, baritone, getting a cross-country ride into New York every Tuesday, 11 a.m. (PST).

His song spot replaces that of Armand Girard, with Stewart getting a berth on the NBC staff as well.

Mary's Garden, daily p.m. period conducted by Velva Dickinson, is off with Miss Dickinson returning to KGW, Portland, for the same sponsor who formerly bankrolled her there before she came here.

New Coast Firm Producing Discs For Air Channels

Hollywood, April 30.

Radio Release Ltd., has been formed here to handle disc recording and production with Hal Huff, general manager; C. Whitney Sheely, production manager; Jack Lewis, charge of the script department, and W. O. Watson, chief engineer. Company quartered in old KMTR studio on Highland avenue.

Production plans called for the discing of 14 programs. Clifford Knight is writing 'Highways of Steel', railroad yarn; Frank Fluke is adapting 'Racing Luck', from his Satevepost series of that title; Hugh Lester, 'Witch's Cauldron'; Robert F. Hill, 'Phantom Gods'; Isabel Anthony, 'Royal Intrigues'; Edward Lynn, tabloidizing his 'Catherine the Great', which was broadcast over CBS from KKH here.

Permanent stock company to appear in these wax serials include Georgia Fifield, formerly in charge of dramatics at KNX; Noreen Gammill, Betty Ross Clark and Edith Sutton.

WGN-WOR-WLW HOOKUP FOR CAL-ASPIRIN SHOW

Chicago, April 30.

Cal-Aspirin spreads the 'Painted Dreams', now running on WGN, to the Cincinnati WLW on May 7. Understood that it will be a three-way hookup by the first of June, with WOR to be added.

This will make it the second show to use the WGN-WLW-WOR network, Pebecco at present spreading on those three stations. Aspirin account handled by the Carrol Deal Murphy agency here.

Borden Hits Filmites

Hollywood, April 30.

Use of film names on the CBS 'California Melodies' hour from KKH here is out for the time being in deference to the Borden show, a commercial that uses film talent on the same night.

Order to keep filmites off the sustainer came from New York.

JEDDO WILL BE BACK

Jeddo Hyland Coal will return its dramatized version of the novel classics to NBC in the fall. Schedule will again be three programs a week.

Fuel distrib gave the series a run of 16 weeks this season.

Gary Breckner as M.C.

San Diego, April 30.

Gary Breckner, production manager for Don Lee system broadcasts on the west coast, was master of ceremonies last week at a three-day program presented in Balboa park in connection with a Chilled Food Institute, sponsored by the Union-Tribune.

Radio show also carried Naomi Woodruff, Thelma Beck, Irene Davis and Julia Fortenberry; and Bob Young. Packed them in afternoon and evening for three days.

Hudnut Stocks 4 More

Hudnut Sales will hold onto its Friday night spot on CBS for another four weeks beyond May 4. Program continues with Jack Whiting, Jeannie Lang and Jack Denny's band. Will make 17 weeks altogether.

Involved are 34 stations

Radio Survey of Europe Shows Austria Tops in Music Preference

The Hague, April 18.

Union Internationale de Radiodiffusion has gathered statistics on the types of programs preferred throughout Europe, with the result it's learned that Austria, in pronounced preference of music, tops the Continent.

Test period and survey was over a period of four months. Music in general is preferred by 68.8% of Austrian listeners. Holland makes a distinction of classical music, 35% of its listeners preferring it. Classical music in the rest of Europe lines up Austria, 24%; Poland, 23%; Germany, 22%; England, 17%, and Switzerland, 10.5%.

Opera, as a separate item, gets 15% of Italian-listener preference, a record for Europe. Others' likes for opera are Yugoslavia, 10%; Austria, 4%; Holland, 0.5%.

Curious item is that in the two most Fascist countries of Europe, Italy and Germany, news comment gets greatest attention. In both of these countries 19% of the listeners prefer tuning in on news items and comments, which figure is the highest preference given. This is quite surprising to the rest of the world, because in both these countries news comments consist largely of government hand-outs.

Legit or drama in any form

HERE AND THERE

C. M. Janaky, Jr., of Janaky & Bailey, Washington, D. C., taking field strength measurements for WTAC, Worcester; also advising WJAR, Providence, on its contemplated move to take its transmitter out of town.

Lloyd 'Buster' Horton, WEEI, Boston, page boy, has gone to New York to participate in the Broadway presentation of 'Potter's Field' stage piece in which he starred here locally. He is taking a temporary leave of absence from his duties at the WEEI studios.

Earl Gardner, with his new unit, off on theatre tour after radio appearances over WGL, Fort Wayne.

Babe Ruth series on NBC is being supplemented by Quaker Oats with transcription placements. Spot list involved seven stations.

Sid Gleach, bandsman, and Louis Seltzer, from vaude, have united under the team name, 'The Kibbitzers', and do 15 mins. every Monday at 8:15 over WMCA, Manhattan.

Ramona and Jack Fulton of Paul Whitman's talent array have formed a vaudeville act and break it in this week at Washington, D. C.

Hiram Higby, formerly with WLS and NBC out of Chicago, has joined WGN, Birmingham.

WGSN Barn Dance at Birmingham which has been playing the city auditorium each Saturday afternoon to good business, is now starting a barn-storming tour of the state.

'Bull' Conner, radio announcer whose specialty is sports announcing is running for a post in the state legislature from Birmingham. He was the fellow who instituted the movement that brought Sunday baseball to Birmingham.

Guy Corley has joined the announcing staff of WGSN, Birmingham. He comes from Shreveport.

WNEW, Newark-New York has designated Leo Kahn as musical director and Harry Carlson as producer.

James Cornell is the only member of WGY's announcing staff who does not receive individual billing in an acting or singing program.

McCann Erickson agency is working out for Standard Oil of Indiana a Saturday night dance band idea. Show would be plotted over a split network in the Middle West, running from 11 to 1 a.m. and splitting up the stretch among four of the better known combos.

doesn't seem to be very popular on the Continent. Budapest goes for sketches and akits to the extent of 10% of its listeners, but, outside of the Hungarians, there is only one other country which indicated liking this form of entertainment. That's Austria, with 3.5%.

THE
ARMOUR JESTER

PHIL BAKER

EVERY FRIDAY EVENING
WJZ, NBC NETWORK
COAST-TO-COAST

NEW YORK 9:30-10 P. M.
D.S.T.
THREE STATIONS WJZ
CHICAGO 10:30 P. M.
C.S.T.
THREE STATIONS WENR

HARRY McNAUGHTON

ALIAS "BOTTLE"
THE ARMOUR HOUR
Coast-to-Coast
Every Friday Evening

NEW YORK 9:30-10 P. M.
D.S.T. WJZ
CHICAGO 10:30 P. M.
C.S.T.
THREE STATIONS WENR
Permanent Address, LAMBS CLUB,
130 West 44th St., New York City

fred allen's

HOURLY OF SMILES
WITH
PORTLAND HOFFA
ALICE BRIDGES
IRWIN DELMORE
LONEL STANDER
KINGSTON PIOUS
EILEEN DOUGLAS
LENNIE HAYTON'S IFANA
TROUBADOURS
Material by Fred Allen and Harry Tugend
Management Walter Hatchler
Wednesdays 10 P. M., D. S. T.
WJZ

GRACIE BARRIE

"The Sweetheart of the Blues"
THIS WEEK (APRIL 27)
PALACE, CHICAGO
Sole Direction
HERMAN BERNIE
1619 Broadway, New York

FRANK PARKER

Featured Soloist
A. & P. GYPSIES
GENERAL TIRES

First Tenor with
THE REVELLERS

LITTLE JACKIE HELLER

Mon., Tues., Fri., 4:15 P. M.
Wed., 4 to 4:30 P. M. C.S.T.
Sat., 4:30 P. M., NBC
Management NBC, Chicago
Cor. Rep.: HERMAN BERNIE
New York City

NIGHT CLUB REVIEWS

JOLLITY, LONDON

London, April 17.
Mainstay of Charles Cochran's new supertime show, produced at the Trocadero grillroom, April 16, is a group of young and beautiful girls. Dance routines proved alluringly attractive. Previous bunch were too youthful to possess sex appeal, and the present ones seem to have been about hatched. There are a dozen of them. Half appear under the title of "Sweet" and are demurely attired in white; the remainder then burst out titled "not" and are designed to impersonate warm babies.

Later on they do a variation of the old Can-Can, but instead of stockings that come to the knees, they wear silk leggings that reach to their calves. Raising their skirts, they reveal seductive lace panties. They make three separate appearances, and on each occasion do fast and well-trained dances.

Then there is a team called the Two Busters, who do burlesque acrobatics as closely along the lines of Roth and Shay, even to the costume, as it is possible to imagine without actually doing exactly the same tricks in the same sequence.

Star of the evening is Eve, probably the greatest female contortion dancer extant. She has now developed into a first-rate pantomimist. Properly placed in a West End show she should make a sensational hit. Some years ago Cochran had her in a similar show, but she was not then sufficiently matured. Maybe he is grooming her for the right opportunity. He doesn't usually overlook many bets in the way of exploiting talent.

A very effective act is the Su Yee troupe of Chinese acrobats and jugglers with some of the most delicate and exceedingly clever bit by one man who wrestles with a dummy.

Altogether, an artistic flash mid-night cabaret show running 35 minutes. *Jolo.*

Ambassadeurs, Paris

Paris, April 21.
Far and away the best floor show Paris has seen this year. It's 100% American, booked by the William Morris agency, and in combination with Albert's expert handling of the public and Jimmie's expert and active but careful dealings with both French and American press it ought to put this spot over again this spring.

Opened Tuesday (17) with a capacity crowd of the best people, who took the show with a roar. Center of the entertainment is supplied by 18 Gertrude Hoffman girls who polk through their athletic number with more youthful pep than this old town has seen in years, in spite of a floor a bit too small for them. Opening night they came out in their last number, in which they use a huge veil to cover all 18, clad only in minute panties, but second night they wore brassieres also, indicating that someone had kicked.

Girls are not all, however. Show is balanced. Cornell and Graff supply three dramatic dance numbers of high artistic value and grace and finish of their routine and the meaningful expressiveness of their gestures are items which Paris appreciates. Everything in their performance is done with taste, down to the last detail of their costumes.

Dorothy Crocker's dance on one leg had the crowd gasping for a while, but the impression was not 100% good because Miss Crocker let it be felt at times, through her facial expressions that the stunt was tough. She probably wasn't suffering at all, but the audience got the idea she was, and that cramped somewhat the gay nitty spirit. Nothing but admiration expressed for her, however.

Necessary humor is supplied by the Three Sailors, comedy hoofers

whose act went big. Biggest laughs obtained by gagging in which arms and legs of the boy get intertwined. Hoffman troupe, however, remains the big attraction. They come out in a line in the course of the evening, and every time go over with a bang. Troupe is so drilled as to preserve individuality, and the contrast to the rigidity of the line to which Paris is accustomed was remarked.

Most seasonal numbers, besides the veil dance, are a rope-climbing feature in which simple mass acrobatics give an impression of strength and skill, and a swash-buckling fencing number in which they seem about to carve each other up.

Girls are just up from Cannes, where they had a successful engagement at the Casino, despite the meagreness of the season there. They are billed here for six weeks, and Miss Hoffman, who is watching over them in person, is considering further European bookings, but has yet signed anything.

Show is divided in two parts, one of which goes on at 11 to top off dinner, and the other at 1 in an attempt to catch the after-theatre mob. Later is an innovation for the Ambassadeurs, due to Albert's Initiative. The spot, on the Champs-Elysees near the Concorde, is out of the way for late supper, for which Montmartre is the chief district, and it's a question whether the crowd will change its habits to come here so late.

Bulk of business is done with diners, whose checks run around \$15 per person, or higher. Late comers pay slightly less per bottle of champagne.

Turnover is augmented by good afternoon crowd of dancers. Show is put on at night only, but Leslie Sherling's Ambassadeurs band, which plays the best dance music available in town, plays matinees also, supplemented by a tango orchestra called Ingles. Sterling got his start in London as a crooner, and his vocalizations, as he leads, help a lot with the Paris crowd.

Decorations remain the same as last year to give an outdoor impression. *Stern.*

Diane, Dewey Elope

Marriage March 31 of Diane, of the ballroom team of Dario and Diane, to John G. Dewey, Jr., son of the managing director of the Edgewater Beach, Chicago, was disclosed by the couple last week.

While his bride fills out her season's contract with the Place Piquale, Manhattan niterie, Dewey has taken over the management of the Nautilus Beach Club, Long Beach, for the summer. Elope was to take place while the dancer was doing a personal appearance with George Raff.

CHIEF OF POLICE BACK

San Francisco, April 30.
Frisco's broadcasting police chief, William J. Quinn, returns to the air on May 2, beginning another dramatic series on NBC.

This is "To the Best of Their Ability," penned by Canton E. Morse of the network writing staff, who is basing the stories of actual attempts of gangsters and others to make baddies out of the local cops. The chief suggests the story ideas. Chief Quinn works with an NBC dramatic staff which gets regular sustaining fees for the shows, while the chief takes his out in the form of publicity and the kick he gets out of performing.

WPQG Findley Ohio has been transferred by the Buckeye State Sheriffs association to the Ohio Highway patrol.

MOONLITE CAFE
SEASON STARTS

Roof season opening in New York. The St. Moritz, besides installing its side-walk cafe, on Central Park South, is redecorating its Sky Salon, with Leon Belasco's orchestra and Sheila Barrett as attraction.

Waldorf-Astoria's Starlight Roof Garden opens May 8, with Enrico Moreguera and Xavier Cugat's orchestra continuing and Margo and Carmen as song and dance specialists.

Ramon and Rosita opened last night (Monday) at the Hotel Plaza with Emil Coleman's dance music. Hotel Pennsylvania roof opens May 28 with Don Bestor, Nell Buckley and Baron and Blair conducting.

Hotel Pierre's roof with Jack Denpy's orchestra opens May 1.

MUSIC NOTES

Jack Mills has taken over from Campbell-Connelly, British firm, the American rights to "Oh, Peter, Peter." Also acquired the score of "St. Louis Woman" done by Bob Lively and Betty Laidlow for Screenkraft Productions.

Paul Whiteman's Biltmore hotel engagement prevented him from accepting an offer of \$3,000 a week to play this summer in the stadium that Swift & Co. is building as part of its exhibit at the Chicago World's Fair.

Eddie Wittstein and his Yale Prom orchestra are set at the Dunes Club, Narragansett Pier, R. I., for the summer season opening July 1. Wittstein plays the Yale Senior Prom June 18 with 25 men.

Earl Carpenter's ork, has succeeded Sammy Kaye at Hendrick Hudson hotel, Troy, N. Y. Kaye band off to Cincinnati.

Mort Dixon and Al Wurble, who wrote two songs for "Dames" at Warners on the Coast, draw term songwriting tickets with the company.

Edward Wallenstein, in addition to serving as manager of record store, now has charge of all RCA Victor disc and film recording enterprises.

Arthur Brown is on the Club El Morocco's warbling bill for three nights a week. He replaced Deelys and Clark, who sailed on the Paris Saturday (28) to play at the Berkeley in London.

Griff Williams and dance band open at the Hotel Mark Hopkins, San Francisco, May 7, succeeding Jay Whidden, whose ork bows out two days before, going to southern California. Williams comes in from the Edgewater Beach Club, which night spot hasn't decided on a successor yet.

Jimmy Grier orchestra replaces Hal Roberts' combo in the Biltmore Bowl, L. A., May 7.

Emerson Gill and band open June 1 at Antlers hotel, Colorado Springs, Colo. Five days later, Tom Gerum and band open a summer run at Lakeside park, Denver. Both spotted by MCA.

After running non-union for more than a year, Rainbow Gardens ballroom, L. A., goes union with Don Case band moving in.

Ted Fio Rito and band will make a series of shorts for RKO this summer. Band's run at the L. A. Ambassador Cocomat Grove has been extended to July 1.

Eddie Davis has quit Mor's and opens at the Park Hotel, New York, this Friday (4) as guest batonist.

Yacht Club Boys open tomorrow (Wednesday) at the Hollywood Country Club, Galveston.

Stromberg Carlson Company, operators of radio station WHAM, has been granted permit for an experimental station on high frequency channels. It will utilize 100 watts on 31,600 to 41,000 kilocycles principally, to remove some of the difficulties in police radio systems.

RADIO CHATTER

(Continued from page 37)

son is the "KOIN Klock," a good-cheer hour and a half. Members of the KOIN Klock family number close to thirty thousand listeners.

Recent stars of the KOIN "Hop Gold Blue Star Revue" were Gene Baker, bass baritone; Seraphim Strelokoff, Russian basso; Kenny Allen, tenor and featured singer with Ted Fio-Rito and Gus Arnheim orchestras; Ron Myron, dramatic star; Bob Haines, lyric tenor; and Jimmie Riddell, vocal tenor.

Hal Wolf, KOMO-KJR, Seattle, chief announcer, telling the gals in one of the city's largest high schools of the "Opportunities for Women in Radio."

Tubby Sullivan, KOMO-KJR commercial manager, plus family, quick-tripping through Eastern Washington on business.

John Royal and Don Gilman, NBC vice-president, telling the last week visiting stations KOMO and KJR.

"Carnival Hour," daily variety program of KOL Seattle, shifting from the Orpheum theatre stage to the Coliseum.

North Carolina

DLX Store, Asheville, N. C., presents Smiling Ed McConnell as feature entertainer on a program over WWNC, of that city. It goes on each Friday afternoon at 5:45 o'clock.

Radio Oracle, conducted over WBT, Charlotte, N. C., by Clair Shadwell, has been eliminated temporarily to make room for a big one-hour Saturday night barn dance program for the week. The spot was used to answer questions about radio stars, sponsors and programs.

WBT, Charlotte, N. C., gave some time to the Big Bill Tilden-Elia Vines indoor professional tennis match in that city last week. While his wife vacations in Miami, Ron Tilden, program director at WSOC, Charlotte, N. C., is batching it in the hotel in which the station's studios are located.

Dramatic specialty in the Southern Workshop, of Asheville, N. C., presented a play, "Lonesome-Like," a Lancashire dialect play, over WWNC, of that city, with a cast of four selected from local radio numbers. Laura and Lillian Plonk and Wilbur Mirgan directed the offering.

Charles Crutchfield, announcer for WBT, Charlotte, N. C., captained one of the teams working on the Charlotte Y. M. C. A. membership drive last week.

Tennessee

"Romance of Science" being presented in a new series from WSM, each Sunday afternoon from 2:15 until 2:30 o'clock.

John Lewis, concert baritone, on the staff of WSM, heads his own school of voice in Nashville.

Asher and Little Jimmy, the singing Sizemores, from the Kentucky mountains, will return in early fall to WSM.

William A. Burnett, director of the WSM Future Farmer's Hour, which is broadcast each Monday noon at 12:45. Each Monday he entertains from 25 to 60 boys at WSM, who come from various counties in Tennessee, Kentucky and Northern Alabama. He is one of the leaders in the Lospodosa movement, which is being carried on to improve soil.

Following several years' broadcasting experience in Florida, Katherine Goss, violinist, has joined the staff of WSM, to present a concert each Sunday afternoon at 4:45 o'clock. Miss Goss is accompanied by Bobby Tucker, pianist and composer, with whom she first appeared in the studio of WFLA, Clearwater, and WSUA, St. Petersburg.

Nap Bastien and Doc Simmons, February last, joined the staff of WSM, and are doing a nice job on two spots on the Grand Old Opry each Sunday night in addition to a couple of week-day programs, on Tuesday and Friday afternoon.

Iowa

John Price is the newest announcer on the staff of WKBB, East Dubuque, Ill., hailing from Indiana. WKBB, East Dubuque, Ill., had added two new programs. One at 12:30, "Man on the Street," devoted to inquiring reporter interviewing well-known Dubuquers. Another broadcast at 8:30 p.m., sustaining, for ball scores in all leagues.

Changes at WOC-WHO, Des Moines, include Francis A. Robin-

son as assistant program director to Pete MacArthur, program director; Gene Loffler, former announcer, now assigned to the production department, and Emerson Winters, supervision of announcing, etc.

While WOC-WHO had Eva Le Gallienne on the air, KOS had Max Baer the same day. Both interviews.

KSO is non-partisan—with five church organizations contracted for time. Hear accounts are also under contract at this station.

Charles Flagler continues on the air for Zinsmeister Breads under their new contract with KSO.

Following the appointment of J. O. Maland as manager, WOC-WHO, E. Hale Bondurant was named assistant manager. Frank E. Ashbury Robinson was named assistant production director to Peter MacArthur, director. Gene Loffler became chief announcer, and Irving Grossman continued as publicity director. Ed Lucas becomes chief clerk and office manager.

Fred Jeske and Tom Lewis are the Briardale Grocery clerks for Grocers Wholesale company on a new program of song and comedy, as "Fred and Lem," WOC-WHO.

Shirley Hout, contract with KSO, coffee can tops weekly, Jimmy and Jack, the "Butternut Boys," for the first time will continue their program on the Greenview and summer on WOC-WHO. Handled by Robt. Hartman and Irwin Osley.

Maryland

Pair of new placements over WFBR. Robert Price gets announcer berth; Lambert Bewink comes in to drum up program ideas and sales promotion. Letter heads from Philby and Monty.

H. L. Mencken's spelling over WBAL last Friday (25) went out over NBC's big web.

Nancy Turner throwing "em and Margalo Gilmore answered the queries over WFBR. Miss Gilmore in town currently treading the legit "Shirley Hout" contract with KSO.

Jim London, head-man of the razzlin' racket, makes his ether debut, interviewed over WFBR by Fred Turner.

Freddie Huber addressed assembly at the Greenwich Village School of Music, N. Y.

Electrician Tall back from Virginia, jaunt.

Oklahoma

An application for permission to conduct a new radio station in Longview, Texas, to operate in day time only, with 1,370 kilocycles and 100 watts, has been made to the federal radio commission at Washington, D. C.

Doris Kimbell of Fort Worth, Texas, became the bride of Burton Boatwright, KTAT technician, recently.

Station KRLL, Dallas, outlet of the Columbia Broadcasting System, started operating on a full-time schedule with 10,000 watts, Sunday, April 29.

Alabama

Louis Farrior, of the Little Theatre, has joined WSPA, Montgomery, staff as a regular announcer. Farrior succeeds Meader Lowery, who goes with local automobile concern.

Vernon Cox, assistant manager of Paramount theatre, appears frequently at WSPA, Montgomery, giving details concerning coming pictures.

Howard Pill, former newspaperman, making good with Montgomery station as part owner. John Allen Wolf, who for several years was connected with Alabama Journal, is now Montgomery radio announcer.

Magnificent Music
That's What You Hear
When You Listen to
JULIE STEIN
and her Orchestra
from the Rainbow Gardens
in Chicago and broadcast
ing via NBC. Here them
play!
"A THOUSAND GOOD
BYES TO NIGHT"
"I'VE HAD MY MOMENTS"
"HAPPY"
"ALL I DO IS DREAM OF
YOU"
"HOT CHOICE SOLDIERS"
"DANCING IN THE
MOONLIGHT"

ROBBINS
MUSIC CORPORATION
1799 BROADWAY
NEW YORK

MYRIO and DESHA

"The smartest and best dance team ever seen in New Orleans, artists of the dance in every sense of the word."
—NEW ORLEANS ITEM, March, 1934.

Engagement Prolonged Bismarck Hotel, Chicago
Re-engaged Club Forest, New Orleans

Held Over Twice Club Commodore, Detroit
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Permanent Address:
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HOPE

EDWARD

Minor and Root

CENTRAL PARK CASINO

NEW YORK

MEET YOUR FAVORITE STAR OF STAGE AND SCREEN
AT MIKE FRITZEL'S

CHEZ PAREE

America's Smartest Restaurant and Supper Club
611 Fairbanks C H I C A G O Delaware 1955

ATTACK MPPA SONG FOLIO

ROSE AND ASCAP MAY SETTLE

Indications are that Billy Rose, as one of the operators of the Casino de Paree, will get together with the American Society of Composers, Authors and Publishers on the license fee asked of the near-Broadway spot. Rate set for the nightclub by ASCAP is \$4,800 a year. Rose has offered to raise his original ante of \$1,500 to \$2,400.

Publisher members on the society's board of directors last week declared themselves in favor of bringing the controversy with Rose to a showdown by instituting injunction proceedings against the cafe. The purpose of this litigation would be to restrain the spot from playing any tune controlled by the society. These publishers argued that with the Casino de Paree grossing around \$25,000 a week and using two bands it would be no hardship or imposition for it to pay less than \$100 a week for music performing rights.

Rose is a class AA member of the society. What would make it embarrassing, in the eyes of the musicians, for the society's members is the fact that the Songwriters' Protective Association has arranged to stage a benefit performance for the Authors' League relief fund at the Casino May 22.

GUN ACCIDENT CUTS VIOLINIST'S CAREER

Toronto, April 30. Accidental discharge of a shotgun April 26 wrote final to the musical career of John Langley, 30, first violinist of Rex Battle's Royal York orchestra and member of the Hambourg Trio, who tripped on a loose shoe lace after a trap-shooting practice, his outburst hand releasing the trigger of the gun and sending the charge into his left hand. The index finger, so vitally important to a violinist, had to be amputated and his other fingers are badly lacerated.

There is insurance, but not enough to compensate the loss of his career.

'Night on the Desert,' Billy Hill's latest tune, has had its general radio release date set for Friday (4) by Shapiro, Bernstein & Co. Number goes into the Ziegfeld Follies today (Friday) replacing the same writer's 'Last Round Up'.

Inside Stuff—Music

Top money for the most number of performances during the first quarter of 1934 has been split between the writers of 'Let's Fall in Love' and 'Old Spinning Wheel.' Awards come from the \$12,500 quarterly purse set aside by the writer faction of the American Society of Composers, Authors and Publishers.

First coin in this instance amounted to \$2,600, \$1,300 of this amount going to Harold Arlen and Ted Kohler for 'Let's Fall in Love' and \$1,300 to Billy Hill for 'Old Spinning Wheel.' Hill's other active number for that quarter, 'Wagon Wheels,' netted him \$195. Complete allocation for the 'Wagon' tune was \$380 with Peter DeRose, co-writer, getting the other \$195. Gordon and Revel collected \$1,250 on 'Did You Ever See a Dream Walking?' and \$250 on 'You Are Such a Comfort to Me.'

Induction last week of the Casa Loma band (14) into the New York musicians union has relieved that combo of making further payments weekly of \$750 to the local's relief fund. Sum represented standby money arising from the unit's connection with the Camel program on CBS. As members of the local the band may now retain the full \$2,750 it collects from the cig account.

Boys in the Casa Loma outfit retain their membership in the New Rochelle, N. Y., local, which has jurisdiction over the Glen Island Casino where the band unavails for its second summer May 24.

Latest factional battle to agitate members of the New York musicians' local is the one between the trial and governing boards. What brought about the squaring off was the latter coterie's overruling of decisions handed down by the trial board.

Holding that the governing board is without authority in matters of trial board procedure, latter group has taken its grievances to Joseph Weber, international prez.

Hotel Pierre, New York, has settled privately with several members of Will Osborne's orchestra who lost hats and coats about a month ago. Band played for the high hat Dolphin Club dance.

Strictly a social register event but some of the 5th Ave. society boys had 11th Ave. ideas of comedy, raided the check room and tossed coats out the windows.

Ask Chi Park Board Spot for Petrillo to Open Musical Jobs

Chicago, April 30. Number of the ace band leaders of the city have petitioned Mayor Kelly to place Jimmy Petrillo, musicians' union chief, on the new park board. Recent edict by the Mayor dissolved the five park boards, with the official intending to replace them with one board of five men to supervise the entire park system of the city. Petrillo has for years been an active member of the west park board.

Musicians are making a strong fight to have Petrillo appointed to the park board, since in this position he will be able to secure band concerts in the parks this summer, resulting in work for about 100 musicians.

Fox Royalty Squabble Ends as Tunesters Win

Hollywood, April 30. Royalty differences that have existed on the Fox Film lot since the inception some months ago of the Sam Fox Music Co. have finally been ironed out, with L. Wolf Gilbert, of the Songwriters' Protective Association, being advised that the lyric and music writers will receive the royalties owed them, and that synchronization rights royalties would also be forthcoming, as provided for in the SPA contract.

Settlement was reached after Winnie Sheehan called in Fox, George Bagnell, studio comptroller, and attorney Watson, Fox New York legal rep. Studio head told the trio to straighten out the tangle that has existed since the Sam Fox company was organized, with protests having freely been made that Fox had neglected to pay off.

Sheehan told the conferees that studio was facing possible court actions if the royalty differences were not settled forthwith, and the decision to pay off came shortly thereafter.

HARRY OWENS TO HAWAII

Los Angeles, April 30. Harry Owens, Southern California band leader, leaves here May 2 on the Mariposa for Honolulu, where he will become director of music at the Royal Hawaiian hotel, starting May 15.

Orchestra from the hotel will be heard in this country in several broadcasts during the summer season.

PUBS. CLAIM IT'S BIZ HINDRANCE

Hold Counter Sales Not Helped—Critical Element Will Fight Third Folio Attempt—Compilers Accused of Over-reaching

"GUESSING"—PAINE

From a number of quarters in the publishing industry attacks have been directed at the Music Publishers' Protective Association's plan of fighting fire with fire by going into direct competition with the bootleg hawkers of lyric sheets. The method, aver these critics, leans towards business destruction rather than improvement. By tossing on the market 850,000 folios of their own, the publishers, hold the critical element, have done nothing to stimulate counter sales. These same opponents of the folio idea declare that they will fight any move on the part of the MPPA to put out a third nickell folio edition.

Among those who have already voiced their dissent to the MPPA on the folio proposition is E. Grant Ege, general manager for the Jenkins Music Co., Kansas City. Among the publishers who have refused to let the lyrics of any of their songs be included in the MPPA folios are Harms, Inc. and Irving Berlin, Inc. Other publishers have expressed themselves as peeved at the liberties taken with their property by the compilers of the folios. In several instances, when permission had been extended to use 10 sets of lyrics from a catalog, the compilers, complain the publishers, have had no compunction about including almost twice that number. Robbins insisted on 'certain song lyrics being elided, and it cost the folio printers several hundreds of dollars to comply.

Paine Answers
In answering these criticisms, John G. Paine, chairman of the MPPA board, pointed out last week that the folio was still purely an experiment, and that it was impossible at the present time to evaluate the results of the MPPA's folio distribution. A publisher who at this stage declares himself as opposed to the proposition on the ground that it is destructive to the songsheet business, said Paine, is basing his remarks on nothing but guesswork. He and those working with him on the plan, averred Paine, are trying to gather facts, and until this has been done the thing cannot be judged either way. In a survey taken among dealers, 34% of them, added Paine, opined that the MPPA folio tended to stimulate the sale of sheet music.

The chain syndicate, asserted Paine, has advised him that if the MPPA will guarantee to continue the lyric folio idea it will open music counters in 115 more stores. This syndicate, which he declined to name, had found the folio conducive, Paine said, to bringing the buyer back into the store. If the proposition has only been successful in prevailing upon the consumer to do his folio purchasing in a music store instead of a bootleg hawker, he added, it should be hailed as a boon to the industry.

LEW POLLACK DEPARTS

Philadelphia, April 30. Lew Pollack, the songwriter, scheduled to do a fade from the Walton Roof tomorrow (1). Story is that his increased greatly, but bank receivers for the hostelry are skeptical of floor shows.

Vincent Travers crew also leaving for shore spot, and hotel plans no entertainment for the warm weather. This puts the Walton among those missing on the local nitty list, which has perked up miraculously in the last month.

Pollack created big talk around town, and may move into Jack Lynch's Adelphi for a fortnight.

Trade Provisions of Code Allowed to Stand, but Labor Clauses Rewritten

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on day-through-Friday week, weekly.

Only the chain stations are listed as indicative of the general plug popularity. Data obtained from Log compiled by Accur reporting Service.

Title	WEAF	WJZ	WABC
Beat o' My Heart.....	25		
1,000 Good Nites.....	24		
True.....	23		
Little Man.....	21		
Rip Tide.....	21		
Love Thy Neighbor.....	19		
Love, Go Wrong.....	17		
House Is Haunted.....	17		
Do I Know Sunday.....	16		
Waiti' for Katy.....	16		
Hold My Hand.....	15		
Little Dutch Mill.....	15		
My Shawl.....	15		
Cocktails for Two.....	14		
Dream Those Dreams.....	14		
Emaline.....	13		
Long as I Live.....	13		
Dream of Me Darli.....	13		
Cares for You.....	12		
Oughta Be in Pi.....	12		
Neighbors.....	12		
I Ain't Lazy.....	12		
Dancing Moonlight.....	12		
Caricra.....	12		
Old Watermill.....	12		

Song Pluggers Defer By-Laws Until F.D.R. Signs Music Code

Adoption of a set of by-laws for the song pluggers' association, now in process of formation, has been deferred until President Roosevelt has signed the music publishing industry's code. Professional men feel that their suppression of free special arrangements and plug pay-offs should be so phrased as to conform with the provisions of the code.

Those active in the organization disavow any connection with the idea of asking the American Society of Composers, Authors and Publishers to contribute a percentage of its collections to a professional men's relief fund. Strong opposition to this suggestion, when it was originally proposed, arose from both the writer and publisher ranks in ASCAP.

Bence Russell, temporary chairman of the contacters' organization committee, declares that he had never in any way been associated with the proposal.

2 Chi Fair Bands

Chicago, April 30.

Two pop orchestra leaders set for the Fair this year. Thavin goes into the 'Streets of Paris' after some 30 years on the chautauqua and exposition circuits. Will do two shows, one in concert style, the other for public hoofing. Lou lake orchestra comes in from St. Paul and KSTP to handle the music assignment at the 'Streets of Shanghai.'

Stevens Rooferie

Chicago, April 30.

Stevens hotel ready to do some carpentry work and build itself a roof garden. Hotel is on the Drive and overlooks Lake Michigan.

When ready the Stevens will bring in a new aggregation for the elevator dine 'n' dance spot. Charlie Agnew orchestra set for the season in the downstairs Boulevard Room.

Trade practice provisions of the music publishing industry's code, as originally drawn up, have been left practically intact by the Department of Justice and the legal experts for the NRA administration, who last week turned over the revamped document to the Music Publishers Protective Association. Section of the covenant that the government lawyers almost completely rewrote were those dealing with hours of labor, labor conditions, wages and the organization, powers and duties of the code authority. These were made to conform with the codes of other industries.

As the trade rules now stand, every off-color plug angle in the business is covered and stringently described. Not only noted are the payoff methods by way of such gifts and such, but the matter of furnishing free special arrangements. Government legalities let stand intact the provision which forbids a band leader to make a special arrangement without first obtaining the written permission of the copyright owner. Specifically declared an unfair practice is the paying off an orchestra or singer for the making of a special arrangement.

Phoney Ads Out

One clause in the fair practice section that underwent revision was that having to do with publishers who direct their advertising to amateur songwriters. This clause now bans this element from dancing suggesting that they will do anything but print the material submitted. Proviso brings within its range the raft of hole-in-the-wall firms that have in recent years sprung up to take advantage of the radio angle. These mushroomers indicate, if not making a direct promise, that they will set the works of the amateurs plugged on the air. The practice is common among them to include in their firm names the word 'radio.'

Under the revised terms of the code, five persons are to be selected by the MPPA board of directors to serve as the code authority. Nothing is said in the section as to how many of these shall be from the pop ranks and from the standard end of the business, or what the odd members shall represent. Revamped document also calls for the establishment of a national co-ordinating committee of five to help in the adoption of rules for the code authority, the enforcement of the code and the adjustment of differences that may arise between members of the code authority.

Retained in the pact turned over to the MPPA by the government lawyers is the clause which sanctions the formation and maintenance of such selling and distributing combines as the now suspended Music Dealers Service, Inc. This clause permits any publisher, or group of publishers, to sell their merchandise to all dealers irrespective of quantities purchased.

It is expected that the administrator of the NRA publishing industries' division will set the date of public hearing on the music code the latter part of this week.

Ask Sunday Concerts

Troy, N. Y., April 30.

Troy Musicians' Union has petitioned Mayor Cornelius F. Burns to resume Sunday afternoon band concerts in a city park.

The concerts were eliminated two years ago, due to lack of funds, but officers of the union say the budget for the next fiscal year carries an appropriation which can be used to defray the cost.

Herbie Kay and orchestra, who have been at the Silver Glade, Denver, for several months, started barnstorming when the place closed for the summer. Will go into the Rice hotel, Houston, Texas, about May 28.

What They Say ABOUT GEORGE OLSEN AND HIS MUSIC WITH ETHEL SHUTTA



NOW MAKING FIRST THEATRE TOUR

"The Greatest Musical
Presentation I have
ever seen or we have
ever played."

Louis Lipstone
Chicago Theatre,
Chicago

"Old depression chaser
and gang wonderful!
Two - year week - end
record shot completely
to Hell. Everything hot-
cha at Michigan thea-
tre box office this
week."

Jack Frost
United Detroit Theatres

"Olsen and Shutta
played very satisfac-
tory engagement at
Buffalo theatre. Band
and Miss Shutta most
outstanding attraction
of its kind ever played
in Shea's Buffalo the-
atre."

Vincent McFaul
Managing Director

"Olsen and Shutta one
of best we have ever
played. Gave us rec-
ord week."

J. Shea

"Geo. Olsen and Ethel
Shutta best band show
played Toronto in many
seasons. Capacity
every performance."

J. J. Fitzgerald
Director of Theatres,
Toronto Famous
Players

NEXT WEEK (MAY 4)
STATE, MINNEAPOLIS

WEEK OF MAY 11
ORPHEUM, OMAHA

WEEK OF MAY 18
MAINSTREET, KANSAS CITY

MANAGEMENT
MUSIC CORPORATION OF AMERICA
(Squibb Bldg., 58th St. and 5th Ave., New York City)

IN AFFILIATION WITH
WM. MORRIS AGENCY
Mayfair Theatre Bldg.
NEW YORK

